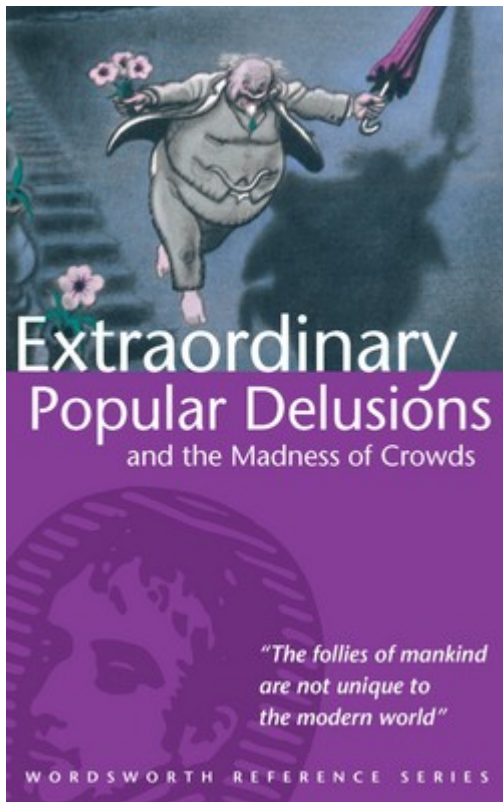


Extraordinary Popular Delusions and the Madness of Crowds By Charles Mackay



Whenever struck by campaigns, fads, cults and fashions, the reader may take some comfort that Charles Mackay can demonstrate historical parallels for almost every neurosis of our times. The South Sea Bubble, Witch Mania, Alchemy, the Crusades, Fortune-telling, Haunted Houses, and even 'Tulipomania' are only some of the subjects covered in this book, which is given a contemporary perspective through Professor Norman Stone's lively new Introduction. Given that the subtitle to this book is 'The Remarkable Story of Risk' it is in actual fact a remarkably entertaining, insightful and interesting book about risk. It provides not only an insight into the use of probability in understanding risk, but a history, philosophy and economics lesson at the same time. It is a highly acclaimed book, which helps to focus the reader's mind on this important, if seemingly unexciting, topic.

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