



Frozen Assets: How I Lived Iceland's Boom and Bust (Hardback)

By Armann Thorvaldsson

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Iceland truly lived the boom and bust. Once a tiny country on the edge of Europe, in less than two decades it became a global financial powerhouse. This is the story of how one man, one bank and one country experienced and affected the course of world economic history. Armann Thorvaldsson, a former CEO at Kaupthing in the UK, tells the story of how his company was transformed into a GBP6 billion international bank, by far the largest in his country's history. Helping to build the biggest names in Icelandic business, Thorvaldsson represented the money behind such household names as easyJet, Matalan, Iceland and Karen Millen. As the boom got bigger, the Icelandic bankers worked and played hard with their international clients, including Gordon Ramsay, the Candy brothers, Mike Ashley and Robert Tchenguiz. Moving from Reykjavik to London, Monte Carlo and St Tropez, they seemed unstoppable. Yet, when the bust came, even the most frantic attempts to save the bank were fruitless, leading to the total collapse of the Icelandic economy. Thorvaldsson's reflections on exactly what happened and why,...



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Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

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