

## **New book explores the economic and financial market similarities between the US and Japan**

While management education in Central and Eastern Europe naturally focuses on meeting the challenges arising from local economic situations, it may also be worthwhile to pay attention to key developments in the world's leading economy, the US. A new book by Thomas Signer, a faculty member of SBS Swiss Business School, addresses the particular economic and financial market challenges affecting the US and another giant economy, Japan.

In *The Harder They Fall* Signer first of all explores the stunning similarities between two great financial market booms, the first in Japan in the late 1980s when the Japanese stock and property markets became by far the biggest in the world, and the second one in the US in the late 1990s when the giddy potential of the Internet fuelled a similar stock market craze.

Signer brings together his eyewitness experience with his astute financial insights to tell the insider's view of a story that affected the lives of hundreds of millions of people around the globe. From his unique perspective we can understand the power and arrogance that accompany the creation of a huge bubble and how it warps the balance between great nations. We can share the giddiness of the rise, the suspended disbelief at the apogee, and experience the terrifying ride to the bottom. How far will the US fall? Signer convincingly answers this key question.

*The Harder They Fall*  
Thomas P. Signer/Midas Management  
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*Further information as well as online ordering  
can be found at: [www.thomaspsigner.com](http://www.thomaspsigner.com)*



*Thomas Signer (right) receiving IMTA  
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