

SWINDLING BILLIONS

7 April 2011 ? £12.99 PB ? ISBN 9789814328067

An Extraordinary History of the Great Money Fraudsters

Kari Nars

The crooks who shocked us with their money-making traps...

Ever since money was invented more than 2,500 years ago, unscrupulous financial crooks have managed to swindle billions from their gullible victims. None perhaps quite as ballsy as the illustrious Victor Lustig who managed to sell the Eiffel Tower for a suitcase of cash to a Parisian scrap merchant in 1925.

As one of the most respected financial experts in Europe, Kari Nars presents another fascinating angle for swindlers' motives: they don't just do it out of pure greed or out of an urge to stabilise their economic situation but, as several studies suggest, they do it to show off to the world, exercise their liberty thoroughly and ultimately illustrate just how important they are by doing something scandalous but really exciting.

Swindling Billions reveals the true colours of the people responsible for 10 of the world's most shocking swindles by examining and answering questions surrounding their thought processes, why none of the great swindlers were women, and exactly how they succeeded in cheating thousands of mostly intelligent and most definitely wealthy people. And to make sure you don't become a sorry victim to a clever crook, don't miss Nars' reality check for staying clear of swindlers. Rule No. 1 being "If it seems too good to be true, it probably is too good to be true!"

KARI NARS is a European financial expert. Previous roles include long-term chairman of the Council of Europe Bank and senior banking positions in Washington D.C., London, Paris and Helsinki. He has worked as the Director International of Finland's central bank, Director of Finance of the Ministry of Finance and Managing Director of the Bank of Helsinki in addition to chairman and member of several corporate boards. For further information or to arrange interviews, byliners or review copies contact
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Take Bernie Madoff whose \$65billion pyramid ruined thousands of Americans including billionaire Jewish businessmen and rich Hollywood film stars. Sure Bernie is guilty of devastating deceit but there's something so fascinating about the minds of scammers.

Swindling Billions provides informative, insightful and interesting analyses of 10 fraudsters including their psyche and methods and the reasons why white-collar crime such as swindling remains as prevalent as it does in today's society.

