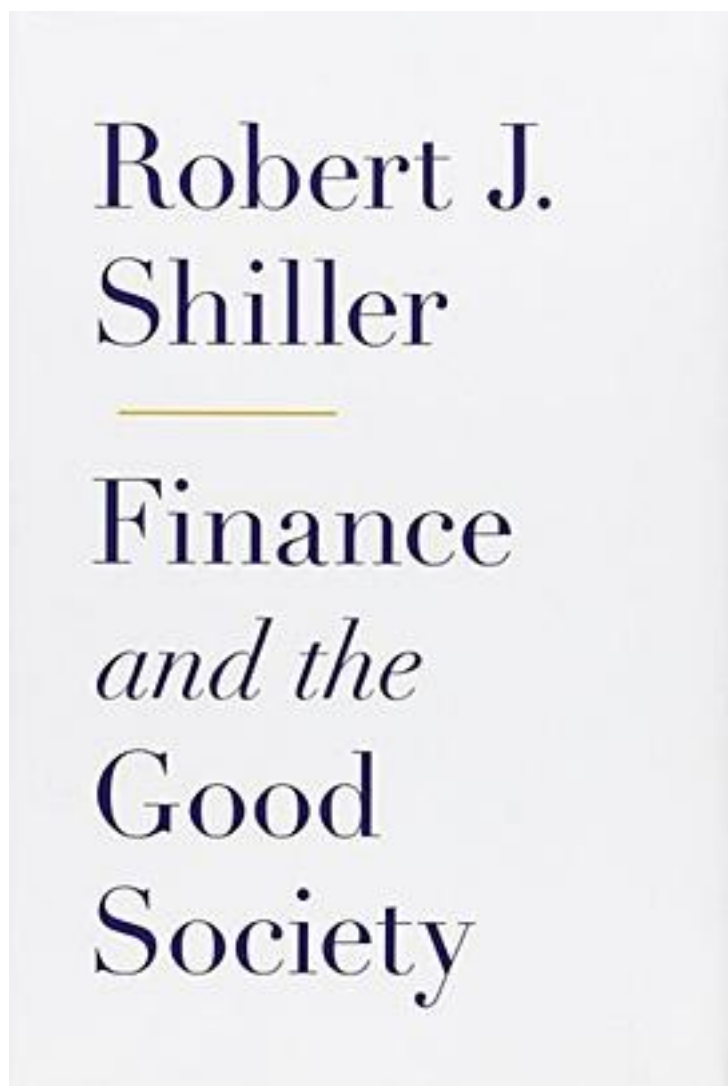


# Finance and the Good Society



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著者:Robert J. Shiller

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The reputation of the financial industry could hardly be worse than it is today in the painful aftermath of the 2008 financial crisis. New York Times best-selling economist Robert Shiller is no apologist for the sins of finance--he is probably the only person to have predicted both the stock market bubble of 2000 and the real estate bubble that led up to the subprime mortgage meltdown. But in this important and timely book, Shiller argues that, rather than condemning finance, we need to reclaim it for the common good. He makes a powerful case for recognizing that finance, far from being a parasite on society, is one of the most powerful tools we have for solving our common problems and increasing the general well-being. We need more financial innovation--not less--and finance should play a larger role in helping society achieve its goals.

Challenging the public and its leaders to rethink finance and its role in society, Shiller argues that finance should be defined not merely as the manipulation of money or the management of risk but as the stewardship of society's assets. He explains how people in financial careers--from CEO, investment manager, and banker to insurer, lawyer, and regulator--can and do manage, protect, and increase these assets. He describes how finance has historically contributed to the good of society through inventions such as insurance, mortgages, savings accounts, and pensions, and argues that we need to envision new ways to rechannel financial creativity to benefit society as a whole.

Ultimately, Shiller shows how society can once again harness the power of finance for the greater good.

Endorsements:

"Finance and the Good Society is a provocative call for understanding, then reinventing finance as a force that could create inclusive prosperity. Shiller acknowledges the excesses, inequalities, and unfortunate incentives to sleaziness in the current financial system but says it doesn't have to be that way. An important book for those who seek change."--Rosabeth Moss Kanter, Harvard Business School Professor and author of *SuperCorp: How Vanguard Companies Create Innovation, Profit, Growth, and Social Good*

"Drawing from history, economic theory, and keen observation of our economy, Robert Shiller brings a fresh perspective to a big issue--the role of finance in our society. He urges us to overcome the popular misperception that all finance is sleazy and to think broadly about how we can harness its power for the benefit of society as a whole."--Darrell Duffie, Graduate School of Business, Stanford University

"Many MBA students are fascinated by the world of finance but wary of entering it because they perceive it as declining and marred by unethical behavior. This book will show them why finance is and should be a vital part of the good society's solution, rather than its problem. No other book does this with more authority or credibility."--Shlomo Maital, professor emeritus, Technion-Israel Institute of Technology

"This is an overflowing feast of ideas and facts--from Adam Smith to neuroscience to casino design--that will convince intelligent readers who think of finance as an arcane subject that it is not just interesting but even entertaining."--Robert Wade, London School of Economics and Political Science

作者介绍:

Robert J. Shiller is the author of *Irrational Exuberance* and *The Subprime Solution*, and the coauthor, with George A. Akerlof, of *Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism* (all Princeton). He is the Arthur M. Okun Professor of Economics at Yale University.

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标签

金融

Robert\_Shiller

经济学

finance

英文原版

社會學

RobertShiller

美國

评论

首先我要承认，像我这样连怎么积累财富都没有学会的人当初鬼上身般想看这本书实在太过天真。这就有如一个“术”没有学好的人妄图破解“道”的尝试注定要落空。其次，或许大多数学者在研究到了一定份儿上都会转而更加偏重“道”的分析，大概这种高屋建瓴的姿态给予他们无限成就感。看这本书的感觉就和研究生上包政的课，许多慕名而来想听包老师讲如何挽救企业而听到全是“契约精神”“社会演变”的MBA感受是一样的。

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经济危机后重新审视Financial  
sector在社会经济中如何扮演积极角色。比较浅，入门专用

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在机场买的中文版本，飞机一降落就马上Amazon了一个原版。赶脚专业的东西，还是英语说起来比较简约

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Introduction to all roles in finance.

启发性较强，不是那种系统讲解Finance的书，但会给你不少金融领域里比较革新的见解。

读的算是第一本经济学的书（上一本是Thinking, Fast and Slow,当心理跟行为看…）。总的来说，开了眼界，很开心（重点）。这本书展现的是big picture，经济，市场对这个社会的作用以及影响。对金融工具的描述很有趣，尤其是听到作者拼命呐喊着（误）金融工具真的对社会很狠狠有用！！做金融可以出于使命感而不是单纯赚钱！觉得很可爱哈哈…（BTW,我信他）。慢慢练习从另外一个角度去看这个社会，去思考概率、风险跟回报，社会发展、社会平等～除了哲学跟社会学的角度以外第一次看到各种问题的另一面～很开心！书里面的描述有些是关于统计的，不知道是不是因为本身做的东西跟统计和误差有点联系所以比较容易get到他所描述的理想的社会（完善的金融系统多种多样的工具），觉得好像不错耶www～

以前老师推荐的，看得我很困。读完工作动力并没有变化。

感谢肖兄

确实是金融大家之作，既广而深。

It is a book for general audience with explanations to common bias against financial world.

A useful summary of careers in finance but reads like an apologia for the industry without due consideration for the self-reinforcing negative effects of credit expansion in recent decades.

刷新你对金融学的理解。finance contributes to a good

society.各个role的职责和发展历史作用都有讲

-----  
不再欺骗自己第一步：假期只带一本书...

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第一次给我，一个刚刚接触金融的小本科生，从高处着手全面地介绍金融业的略缩地图；另外也很感激自己老师推荐自己读的这本书，这本书对我意义重大。本来自诩一个艺术的孩子，热爱大自然热爱美好社会，对充满铜臭的金融无感；被迫读的金融专业后，是这本书告诉我自己当初的看法是多么幼稚可笑，也告诉我金融能怎样塑造一个更好的社会。非常感激！

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认知，连接，动物性. 有些预见性言论当今看来已经实现

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## 书评

罗伯特希勒的巨著《金融与好的社会》很早就买了并且从头到尾拜读，文字平实，条理轻易，深入浅出，读后令人感触良多。之后在网上看过他的公开课，他的翩翩学者风度和渊博的学识让我深深折服。2012年他获得诺贝尔经济学奖提名遗憾未能获奖，2013年终于获此殊荣。2014年他在中国...

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金融业曾经是我们这个星球最光鲜夺目的身份标识：精英汇聚的商业团队，优越舒适的办公环境，高到令人咋舌的丰厚薪酬，以及举手投足间对宏观经济施加的重大影响，一切都在堆砌金融业神话的出笼。时至今日，金融业已然卸去往日萦绕的诸多光环，反倒成为悲情剧的主角。自...

-----  
by朱民

2008年9月，雷曼兄弟公司的破产引发了全球金融危机，一时间，向来在金融市场占有霸权地位的金融帝国开始倾倒，一直在金融业前沿的顶级金融公司轰然倒塌，那些传奇的金融人物退到历史的角落，传统的金融基础理论也在危机中受到挑战……正如我在2008年年末在《改变未...

-----  
9p

身处金融和非金融领域的人们都有一个共同的使命，那就是互相帮助，从而发现并了解经济体系存在的意义及其扮演的社会角色。 10p  
为一个行动提供金融服务(finance)就是在未取得行动的最终目标(finis)构建可行的方案，其中就包括充分的管理保护和保存相应的资产，使得这些资产...

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第一次认识到金融学可以为人类的生活谋福利。虽然，传统经济假说更加的强调人类的最大化利益，但是这个似乎缺乏对最大化利益的更深层次追问，也缺乏对人类其他本性的考量，譬如信心、贪婪、货币幻觉等。这本书，更多的加入了人的因素，因此更加能揭示出金融的本质。或者也给金...

-----  
这本书源自从事金融行业的好朋友推荐，如题，就像《失控》打开了我对前沿科技领域的大门，这本书激发了我对金融的求知欲。推荐给对金融不了解，并因此可能对金融产生偏见及抵触情绪的朋友。  
这本书的特点是平实易懂，并且在高度概括性介绍股票、证券、基金等等几乎所有金融行业...

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本书旨在建立一套关于金融体系的可行理论，用于引导人们继续推进关于金融与好的社会的讨论。  
本书的第一部分介绍了金融体系的现状，既描述了当代金融体系是如何构建的，也推导了其未来的构建方式。这个部分梳理了金融界各种角色及他们应负的职责。  
在第一部分，作者广泛审视...

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“完成一些能让你赚到钱的事情只不过是成为一个无趣的人，甚至还会更糟。”作为从小就中了梭罗和他的《瓦尔登湖》毒的一众观者，或许我们放大了“只不过”的那部分表呈，而忽略了实际上梭罗一生的大部分时间都在管理家族的铅笔厂的事实。所以说，他本质上还是个商人，只不过...

-----  
这本书解释了看似违背常理的靠借债发展的美国体制，及中国一些传统思想中透露的金融思想。从历史的角度探讨治国的金融之道，从多种角度分析金融对历史、文化乃至一国发展的影响，探讨金融发展和一般市场发展对文化和社会带来的影响。作者从理论到事实对西方金融的发展正本清源...

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lucy推荐的书，终于决定拿来翻一翻，写的挺亲民的，浅显易懂，主要目的是给非金融人士讲解，金融圈里面的各种角色都在干什么的，顺便为各种金融人士抱不平，毕竟作者自己也是金融圈儿的人，这也好理解。而这种为金融人士鸣不平的心态，作为广告人，我也能理解一点，毕竟广告人...

-----  
金融对社会发展到底有多大价值？非金融行业的人往往会对金融业的人带有偏见，难怪，一个不生产实体产品的部门，却在经济生活中发挥这么大的作用，的确让人感到奇怪。  
本书剖析了金融如何对社会产生好的价值。不仅从金融各类从业人员去分析，而且从金融投机、泡沫、财富不均等各...

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