

FOR IMMEDIATE RELEASE

How to avoid another financial crisis: New book by London Metropolitan University Visiting Professor Moorad Choudhry

London Metropolitan Business School (LMBS) Visiting Professor Moorad Choudhry's latest book, *The Future of Finance*, sets out practical advice for policy makers on how to avoid a recurrence of the 2008 financial crisis.

The Future of Finance: A New Model for Banking and Investment goes beyond the headlines to present a full and accessible analysis of the factors which lead to the financial crash of 2007 and the banking crisis of 2008.

In the second part of the book, Moorad and co-author Gino Landuyt present realistic recommendations for a new approach to banking and investment, which, if followed, should help to produce a more sustainable level of economic prosperity.

Moorad is Managing Director, Head of Business Treasury, Global Banking and Markets at the Royal Bank of Scotland.

He has been a Visiting Professor at London Metropolitan University for nearly eight years and is the Chair of the LMBS Centre for EMEA banking, finance and economics.

Moorad said he was inspired to write *The Future of Finance* because of all the "nonsense written about the origins of the financial crash".

"Taking Billy Bragg's dictum - I read an interview many years ago where he said he couldn't stand the music that was around in the early 80s, but rather than moan about it he decided to start making music himself - we decided to present our own analysis."

The Future of Finance will be launched at LMBS (84 Moorgate, Post Graduate Centre, Room: MG502) on Wednesday 9 March at 6pm. The launch will be introduced by esteemed finance journalist and businessman Anthony Hilton.

To secure your place at the launch, RSVP to: e.caswell@londonmet.ac.uk.

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Notes to editors:

Moorad Choudhry has more than 21 years experience in investment banking and is currently the Managing Director, Head of Business Treasury, Global Banking and Markets at the Royal Bank of Scotland. Before this position, Moorad was the Head of Treasury at Europe Arab Bank. He has also worked as the Head of Treasury at KBC Financial Products and as Vice President in structured finance with JPMorgan Chase Bank. *The Future of Finance* is Moorad's 16th book. Moorad has been a Visiting Professor at London Metropolitan University, including at LMBS, for nearly eight years.

London Metropolitan University is one of the foremost providers of undergraduate, postgraduate, professional and vocational education and training in Britain. The University is committed to social justice, equal opportunities and community involvement and has many years' experience of dealing with the needs of mature and overseas students.

Praise for *The Future of Finance*, Wiley Finance, November 2010

"Once again, the prolific Moorad Choudhry has delivered a thorough, highly readable and thought-provoking study. The Future of Finance reviews the financial crisis, but unlike other books on the subject, the emphasis here is less on explaining the past and more on examining how the financial world may evolve."

- David Wileman, Chief Executive, King & Shaxson

"Choudhry and Landuyt give us highly relevant and readable advice on running a financial investment business in the post-crisis world. Discipline, practical knowledge of the asset class, and risk management have come to the fore!"

- Darrell Duffie, Dean Witter Distinguished Professor of Finance, Graduate School of Business, Stanford University

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