

**OPEN LETTER TO OCCUPY LONDON**

Dear Reader,

22 November 2011

**THE PRICE OF FISH**  
**A New Approach to Wicked Economics and Better Decisions**

We've been watching the debate sparked by your occupation with considerable interest. As two people who work in the City of London, things in the world of finance worry us too. We care deeply about two big social challenges. The first big social challenge is evident doubt about our own sustainability; the long-term future of humanity. The second big social challenge is evident doubt over the sensibleness of our governments and our economies.

Our commercial think-tank, Z/Yen, has intimate links with some of the City's oldest and largest institutions. We think our links give a unique perspective on the 'wicked' problems facing the world. To share our perspective, we have given lectures over the years at Gresham College in the City of London and written a book based on our experiences - *The Price of Fish: A New Approach to Wicked Economics and Better Decisions* - which was launched last week. In the book we look at some of the world's most abiding problems, such as sustainability, global warming, over-fishing, overpopulation, the pensions crisis and excessive pay, which are all characterized by a set of messy, circular, aggressive and peculiarly long-term problems. Today we donate a box of books as a gift and contribution to the worthwhile debate you have initiated.

We believe in asking uncomfortable, impertinent questions in search of pertinent and permanent answers. Naturally we also applaud others, like yourselves, who care deeply enough about these vital issues to insist firmly on debating them.

With our very best wishes,

*Michael Mainelli & Ian Harris*

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