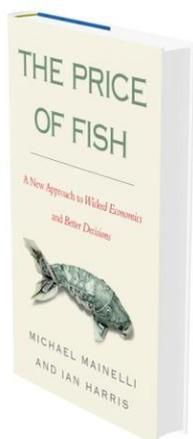




**PRESS RELEASE**



***The Price of Fish***  
***A New Approach to***  
***Wicked Economics and Better Decisions***

Michael Mainelli and Ian Harris

[www.priceoffish.info](http://www.priceoffish.info)

*“Crazy, but worth your attention.”*

**Willie Purves, Former Chairman, HSBC**



*The Price of Fish* examines the world’s most abiding and wicked problems: sustainability, global warming, over-fishing, overpopulation, the pensions crisis - the list goes on. But what is it that makes them so wicked? Certainly they are messy, circular, aggressive and peculiarly long-term issues; but often our own over-simplified reading of the causes is what makes such problems so abiding.

“To live successfully with each other in a shrinking planet”, Michael and Ian propose a four ‘stream’ route to better understanding: through choice, economics, systems and evolution. Each stream focuses on an area of knowledge that the authors have identified as important in learning to make sense of the way the world really works – and to live better within it.

This ambitious book draws on five years of Michael’s Gresham College lectures as Professor of Commerce as well as material developed by both Michael and Ian during their time at Z/Yen. Readers get to see the world and its problems from an integrated perspective that helps them make better sense of their own choices and decisions.

*The Price of Fish* has been awarded the Gold Medal in the Finance, Investment and Economics category of the 2012 [Independent Publisher Book Awards](#). IPPY awards recognize excellence and reward authors and publishers who “take chances and break new ground.” Medallists in the 2012 awards were chosen from over 5,000 entries.

***About the authors***

**Michael Mainelli** was educated at Harvard, Trinity College Dublin and the London School of Economics & Political Science. As a scientist in the 1970’s Michael conceived and delivered the first global cartography and environmental mapping project, Geodat, in 1984. Michael became a leading accountancy firm partner in the 1980’s and served on the board of Europe’s largest R&D organisation in the 1990’s.

**Ian Harris** has a degree in Economics and Law from the University of Keele and is a Chartered Accountant. He specialises in strategic planning and systematic performance improvement in both the not-for-profit and commercial sectors.

Z/Yen works with organisations that need to make commercial choices in complex circumstances, including organisations as diverse as IBM, the Marine Stewardship Council, the London Stock Exchange and the Church of England. Z/Yen’s work has led to several new initiatives, including Long Finance, which seeks to answer the question “When would we know our financial system is working?”

*Authors available for interview • Serial Rights Available • Hardback £20 •*



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CONTENTS

1 Making sense of the way the world really works

**STREAM A: CHOICE**

2 How decisions get made when you have too much choice

3 Beyond price: Trust and ethics

4 Choosing to steal the family silver

**STREAM B: ECONOMICS**

5 Goldilocks government and the markets

6 Network economics: Local, global, or social

7 The perverse and the reverse: Measures and forecasts

**STREAM C: SYSTEMS**

8 Perceptions rather than rules: Perfectly unpredictable market (mis)behaviors

9 Finance in motion or evaporation? Volatility and liquidity

10 It's a mad, bad, wonderful world: Commercial diversity

**STREAM D: EVOLUTION**

11 Enclosures of the mind: Innovation and competitive selection

12 Is the party over? Save the world

13 Sustainable hopes: A real commercial break

Acknowledgments

Notes

Index