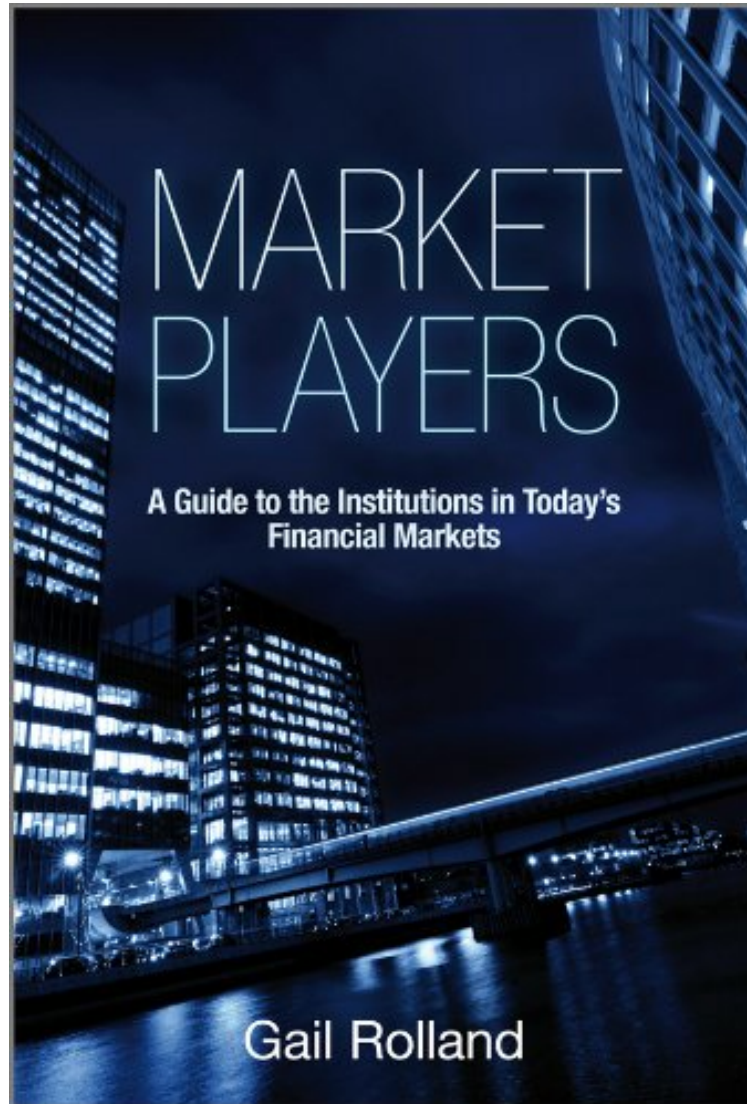


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Market Players: A Guide to the Institutions in Today's Financial Markets

Gail Rolland

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Gail Rolland : Market Players: A Guide to the Institutions in Today's Financial Markets before purchasing it in order to gage whether or not it would be worth my time, and all praised Market Players: A Guide to the Institutions in Today's Financial Markets:

The global financial markets are not just driven by the big investment houses and fund managers. Along with these,

private banks, insurance houses, hedge funds, sovereign wealth funds and a range of boutique investment managers, regional institutions and brokers of different sizes and nationalities all operate and interact to form the bedrock of the global financial infrastructure. Because of this, it is essential that practitioners and observers of the markets fully understand the linkages, objectives and functions of these institutions, and the new and dynamic environment they are working in. *Market Players* provides a complete roadmap to the institutions and intermediaries operating in today's global financial landscape, illustrating what they are, how they work, how they interact and importantly, their motivation. It explains the core financial market business of these institutions and considers how they have become the firms that we see today, providing readers with a clear understanding of which market sectors are likely to see the most involvement from the different types of institution and, importantly, why they are involved in these market areas. Key features include: a series of case studies looking at examples of some of these institutions including an explanation of the EIB and the UK agency UKFI. They also look at the financial crisis and the impact on AIG and Northern Rock, two institutions that clearly illustrate what can go wrong and how the other market players have to step in when this happens. an international perspective looking at representative institutions from Europe, Asia and North America, showing global similarities and differences. a Post Financial Crisis perspective on the structure of international banks in today's markets. coverage of the major players on both the buy and sell side of the market

Written in plain English, *Market Players* is an accessible and much needed guide to financial institutions, equipping readers with the knowledge to better understand how the global financial markets really work.

From the Inside Flap "Gail is one of those rare persons that has market experience, writing experience and teaching experience which shows in the knowledge and insights in her book. This book will be of tremendous value to anyone in the industry who deals with some or all of these financial institutions; 'know your client' is a very valuable way to get competitive advantage. Not only is this book a valuable resource, but it has also arrived at a particularly important time in the changing structure of the financial markets and all its participants." —John Evans, CFA, Program Director, MSc Investment Management, and Head of ICMA Executive Education, ICMA Centre "Gail Rolland provides a 'tour de force' through the global financial markets. She writes in an accessible style that is both easy to read and engaging. Her descriptions of commercial and retail banking vs. trading and sales really highlight the operational and philosophical differences between these two very different aspects of the markets. Rolland clearly details the role of the central banks and regulators and explains their role in both regulation and monetary policy. This book is essential reading for anyone working in the financial markets and commodity markets. I highly recommend this book and it is number one on the reading list for both new starters and experienced professionals in my own organization." —Dr. Andy Cooper, Chief Learning Officer, Amphora Inc. "Banks, finance houses or government agencies - it's important to understand their roles and what motivates them in today's global markets. I am so pleased that everyone can now benefit from Gail's knowledge with this excellent guide. Each chapter provides a comprehensive review of the different functions within these large institutions and provides an easy point of reference into how they work together on a daily basis." —Heather Horner, MCSI

About the Author GAIL ROLLAND has been involved with financial markets for more than twenty-five years, initially working on the dealing desks of a number of international banks in London and New York and latterly as a financial markets trainer and consultant at Rolland Consultancy. Through both her hands-on experience and consultancy she brings an in-depth knowledge of the infrastructure of the industry of banking and financial markets to this book. As a consultant she works on an international basis with a wide range of clients including banks, insurance companies and financial technology firms, providing training and management and strategic consultancy on a variety of topics.