



## Prof. Jonathan Story

Expert on China & Recognised Authority on Global Political Economy



### CSA CELEBRITY SPEAKERS

Prof. Jonathan Story is a key authority on European Integration, Political Economy and Financial Markets. He is Emeritus Professor of International Political Economy at INSEAD and Shell Fellow in Economic Transformation. He predicted key events and trends such as the fall of the Berlin Wall, the East Asian crisis and the Russian financial meltdown. In Europe, Asia and the Middle East, he has established which factors influence the change process and focuses on the problems facing companies trading in such conditions.

#### Leading Authority on World Economom

#### In detail

Prior to joining INSEAD he worked in Brussels and Washington where he obtained his PhD from Johns Hopkins School of Advanced International Studies, also attaining an M.A. from Trinity College, Dublin. He serves as a consultant to governments, international organisations and multinational corporations. He is author of many books and articles and is a regular contributor to newspapers such as The Wall Street Journal, The Financial Times, The Times and Le Monde. He has also created a software program: The Story Country Political and Risk Assessment.

#### What he offers you

Jonathan Story is one of the few who understand the complex interplay of politics, market forces and business strategies. His clear understanding of political, commercial and cultural differences has made his findings invaluable to leading managers from the world's most successful companies. With his work on transformation economies and regime changes, he demonstrates a true picture of "hot spots" across the globe.

#### How he presents

He is an experienced and powerful speaker who inspires audiences worldwide with his highly informative insights in the world economy.

#### Topics

Transformation Economies and Regime Changes  
Financial Markets across the Globe  
Globalisation - Making Smarter Decisions  
World Politics and Markets  
Doing Business with China

#### Languages

He is fluent in English and French, and converses easily in German, Italian and Spanish (and is learning Russian and Chinese).

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2010

China Uncovered: What You Need to Know to Do Business in China (Financial Times Series)

##### 2003

China: The Race to Market

##### 1999

The Frontiers of Fortune: Predicting Capital Prospects and Casualties in the Markets of the Future

1997/98 Political Economy of Financial Integration in Europe: The Battle of the Systems (with Ingo Walter)

##### 1995

Democratic Spain in the International Context

##### 1993

The New Europe: Politics, Government and Economy Since 1945