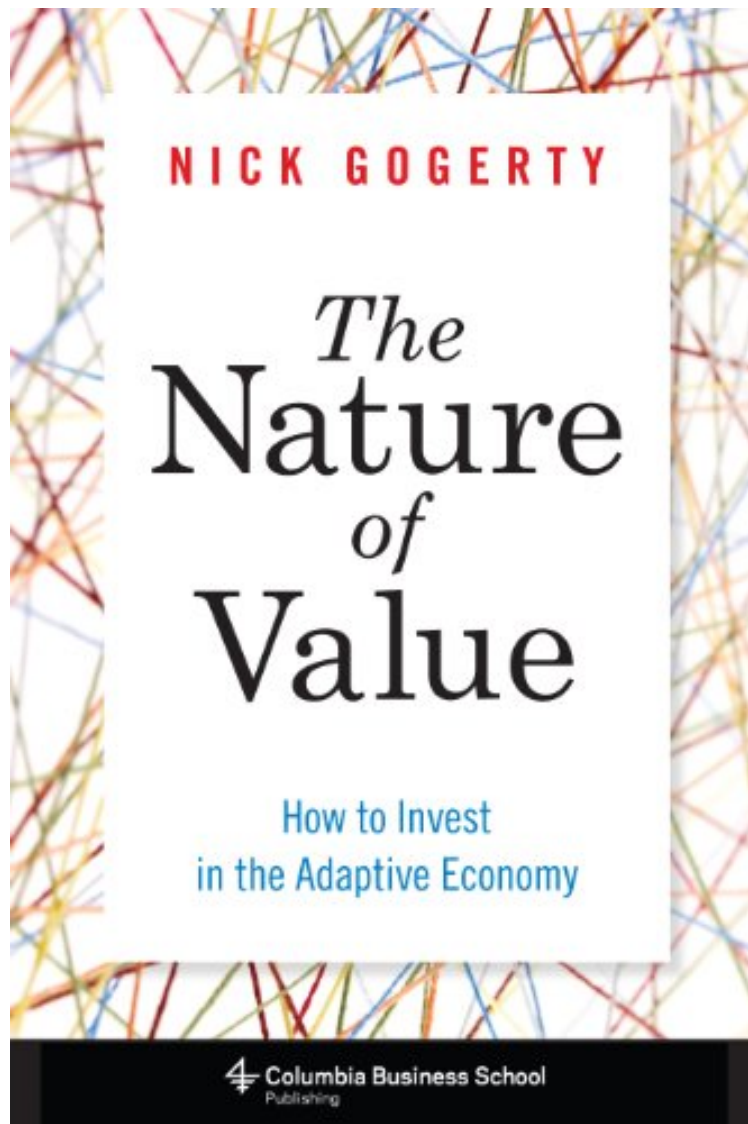


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The Nature of Value: How to Invest in the Adaptive Economy (Columbia Business School Publishing)

Nick Gogerty

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The Nature of Value presents a theory of how economic value functions and how it drives growth, starting with tiny sparks of innovation and scaling all the way up to the full scope of the economy. Nick Gogerty's exploration of value borrows from a wide array of disciplines, including anthropology, psychology, physics, sociology, and ethics, but most of all, it examines how evolution's processes can help investors understand the economy and how investors can use this new understanding to improve their allocation decisions. Starting with a look at how innovations can help firms succeed, Gogerty looks at the economic niches in which firms compete and explores how firms can create defensive "moats" to enhance their chances of survival. He shows allocators how to adjust their actions for best performance and returns and what to look for when assessing company management, supporting his arguments with extensive data and years of practitioner experience from scientific, social, and economic disciplines. Intuitive illustrations are used to illuminate central concepts and ideas. Gogerty's practical takeaways, couched in vivid explanations, will help investors of all backgrounds gain fresh insight into market mechanics.

"Nick Gogerty has done a phenomenal job of developing and clarifying economic value when it comes to equity investing. His book incorporates new thinking about the economy as a dynamically evolving, complex, adaptive system. Gogerty introduces new ways to apply these concepts on the granular scale of the firm. This book will certainly enhance the reader's ability to make good investments and is a must-read for any thoughtful investor." --Guy Spier, Managing Partner, Aquamarine Capital, author of The Education of a Value Investor... It is impossible to read this book and not think about how it applies to your own business. ... I have a raft of notes that I think will be of value to my consulting clients... You don't have to agree with Gogerty's points to get benefit from the ecological perspective... The ideas are straightforward, but multilayered, deep, and important. This is a book I will re-read, refer to, and think about for years to come. Tom Brakke researchpuzzle.com/blog/2014/06/11/the-nature-of-value/ The Nature of Value is a well-reasoned, thought-provoking book that belongs in the library of every investor, professional and retail, value and growth. (Reading the Markets Blog) [Gogerty's] arguments will stretch the reader's investment intellect. (Library Journal) Gogerty... provides considerable sound advice to individual investors and professional capital allocators. The volume is packed with interesting information and questions serious investors should ask themselves, such as when and how a firm's earnings stream will ultimately die. (CHOICE) Lucid and thought-provoking... The Nature of Value will help all investors attain a more robust understanding of the dynamics that create and sustain value. (Financial Analysts Journal) From the Author thenatureofvalue.com From the Inside Flap USING EVOLUTION as the template to understand growth, The Nature of Value takes a first principles approach to explore the parallels between economic and ecological systems. Not only does Gogerty show how value is born out of tiny sparks of adaptive innovation, but he also explores the full scope of the economy as a complex network. He borrows from an array of disciplines--including anthropology, psychology, ecology, physics, sociology, and ethics--and, most revealing of all, examines how evolution's processes can help investors avoid risk and improve their allocation decisions. Starting with a look at how innovation creates value for firms, Gogerty considers the economic niches where companies compete and explore how they can create defensive moats to enhance their ability to survive. Throughout the book, Gogerty demonstrates how this ecological understanding of the economy can help allocators improve their performance, supporting his arguments with extensive data and years of practitioner experience from scientific, social, and economic disciplines. Gogerty's practical takeaways, couched in vivid explanations and accompanied by intuitive illustrations, help investors of all backgrounds gain fresh insight into the behavior of corporations and the economy in general.