

# GOOD&EVIL ECONOMICS STRIKES WORLDWIDE

**Young Czech writer achieved global recognition with his quest for economic meaning from Gilgamesh To Wall Street.**

**Tomas Sedlacek** (35) has shaken the study of economics as few ever have. His provocative writing achieved bestselling status in his homeland, The Czech Republic, and appeared among the leading titles of **Oxford University Press** in 2011. Sedlacek's book *The Economics of Good and Evil* triggered a wildfire of debate in the U.S. and Europe during author's recent tour. The book received great reviews by *Financial Times* and *New York Times* and it will be out in 11 languages next year. Sedlacek, advisor of Czech ex-president Vaclav Havel and a member of Czech National Economic Council, has himself entered a global path. The book reached no.1 rank among non-fiction bestsellers in Switzerland after Sedlacek appeared in World Economic Forum in Davos, while it broke into top 20 in both Germany and Austria.

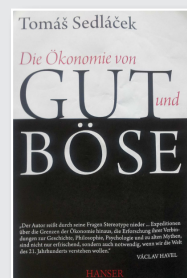
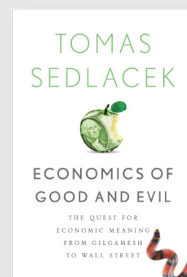
In ***Economics of Good and Evil***, Sedlacek radically rethinks his field, challenging our assumptions about the world. So much has gone so wrong with the world's economic system in the last year that more people than ever are dismissing anyone who works, lives or studies finance as evil – a number-crunching, soulless creature who preys on others. Yet, it is not math or formulas or the computers that drive them that determine how economies work, says Sedlacek – it's the most basic human instincts.

To truly understand how our economies work (and don't work) Sedlacek urges that we look to the past an break out of the field's confines. He explores myths, religion, theology, philosophy, psychology, literature, and film, ranging from the Epic of Gilgamesh and **Bible** to **Matrix** and **Fight Club**. In his thrilling, postmodern style, Sedlacek asks searching "meta-economic" questions about the very soul of economics. Deemed by experts as an impressive advance in "**humanomics**", Sedlacek places the wisdom of philosophers and poets over strict mathematical models of human behavior. His groundbreaking work promises to change the very way we think of economics and the way we calculate economic value.

The **German** translation of the book was launched in January by Hanser Verlag as its leading non-fiction title for 2012. Hanser brought Nassim Taleb's bestseller *Black Swan* to Germany and hopes to repeat its succes with Sedlacek's debut. Polish version was launched in January 2012 and more translations are being prepared in **China, Italy, Spain, Mexico, The Netherlands, Turkey, Romania, Taiwan and South Korea.**

Despite being a newcomer on a global economic stage, Sedllacek was quickly recognized by world press:

- **Financial Times'** Samuel Brittan praised the book as a „compulsive read for anyone whose range of interest extends beyond the latest twist in the Greek debt crisis or the possibility of a double-dip recession“. As he wrote in his review for FT Sunday's edition, for most of the book he could not put it down and think of anything else.
- **Washington Post** selected the *Economics of Good and Evil* among the top 5 economic must reads „for summer and beyond“.
- **Stern** promoted it in its list of top 20 German non-fictions as „a different book“.
- **IMF's** paper praised the book as a move for „better economics and a more just world“.
- **Amazon** readers have spontaneously written 40 reviews and gave it 4,5 stars out of 5.



## **Economics of Good and Evil**

The Quest for Economic Meaning from Gilgamesh to Wall Street  
By Tomas Sedlacek  
Foreword by Vaclav Havel

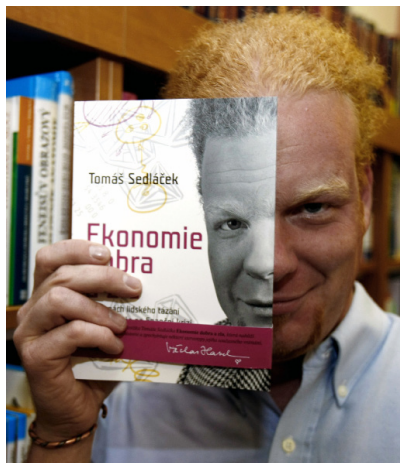
oup.co.uk  
oup.com  
tomasedlacek.cz  
amazon.com

Up-to date thoughts, cosmopolitan approach and outstanding rhetoric skills allowed Sedlacek to attract broad and diverse audience during his readings on both sides of Atlantic. During his British tour, Sedlacek was invited to talk about good and evil in today's economics in British Parliament, **Royal Society of Arts**, European Literature Night and Oxford and Cambridge Universities. This fall, Sedlacek spent three weeks at the most prestigious intellectual stages in the U.S., including Harvard and Yale Club in New York, World Bank, Commonwealth Club in San Francisco or the World Policy Institute. On one of his stops he sold out **Politics & Prose**, a leading bookstore in Washington D.C.

As more people read and listen, either at home or abroad, Sedlacek was enabled to influence public debate on high-end levels. EuropaNova, a Paris-based "action tank", selected Sedlacek among **"40under40"** European Young Leaders for revitalisation of Europe after the crisis. World Economic Forum invited the author of Economics of Good and Evil to share his thoughts with the world's financial and business elite at the annual gathering in **Davos** in January 2012. Sedlacek also joins **ZURICH.MINDS**, an influential community of global thinkers. At home, Sedlacek assisted the current center-right government as an co-architect of pension reform and fiscal overhaul.

The Economics of Good and Evil proved its unique potential when it was turned into a witty drama, which has been selling out The **National Theater in Prague** after over 100 repeats across Czechoslovakia. The experimental scenic reading brought in a new opportunity for Sedlacek to explore his outstanding skills as a pivot of public debate. Dubbed as the first **„stand-up economist“** by his theater company, Sedlacek launched his theater show internationally last September in Bucharest, Romania and later in Soho Theater in London.

Tomas Sedlacek was named one of the "young guns / 5 hot minds in economics" by the Yale Economic Review in 2006. **Václav Havel** hired him as a fresh idea-maker during early years of Czech post-communist transformation. Sedlacek then spent a decade on various top-ranking jobs in a state service and financial sector. Since 2006 he works as a chief macroeconomic strategist of the leading Czech bank CSOB.



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*A compulsive read ...  
Beautifully written*  
Financial Times

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*Sedlacek proposes  
no less than  
a "humanomics",  
a view of our fate in  
this world of scarcity.*  
Deirdre McCloskey

”

*Fascinating and pro-  
vocative read. Works  
of such scope and  
ambition rarely come  
along in economics.*  
Robert H. Nelson

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1. Tomas Sedlacek with Czech version of his book, awarded as the no.1 local bestseller. 60,000 have been sold in two and half years on a 10mil. market. (Prague 2009).

2. Among fellow writers on European Literature Night III. (London 2011)

3. A crowded debate in a prestigious Political & Prose bookstore (Washington D.C. 2011)

4. Economics of Good and Evil as a drama, before a theater show. (Bucharest 2011)