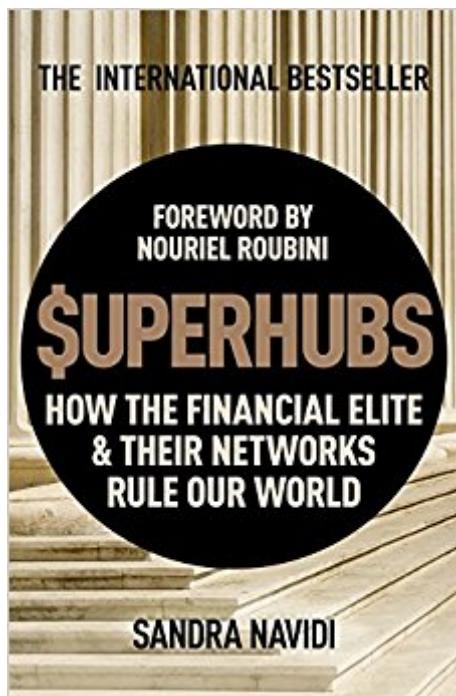


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# **SUPERHUBS: How The Financial Elite And Their Networks Rule Our World**



## Synopsis

ONE OF BLOOMBERG'S BEST BOOKS, 2016 FOREWORD BY NOURIEL ROUBINI\$UPERHUBS is a rare, behind-the-scenes look at how the world's most powerful titans, the -superhubs- pull the levers of our global financial system. Combining insider's knowledge with principles of network science, Sandra Navidi offers a startling new perspective on how superhubs build their powerful networks and how their decisions impact all our lives. \$UPERHUBS reveals what happens at the exclusive, invitation-only platforms - The World Economic Forum in Davos, the meetings of the International Monetary Fund, think-tank gatherings and exclusive galas. This is the most vivid portrait to date of the global elite: the bank CEOs, fund managers, billionaire financiers and politicians who, through their interlocking relationships and collective influence are transforming our increasingly fragile financial system, economy and society.

## Book Information

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## Customer Reviews

\$uperHubs is beautifully and effectively done. Not only is it a fascinating description of the power wielded by elite networks over the financial sector, it is also a meditation on the consequences of this system for the economy and the society. PROFESSOR EDMUND S. PHELPS, Columbia University, 2006 Nobel Prize in Economics; Director, Center on Capitalism and SocietyIn SuperHubs, Ms. Navidi skillfully applies network science to the global financial system and the human networks that underpin it. SuperHubs is a topical and relevant book that should be read by anyone seeking a fresh perspective on the human endeavor that is our financial

system. **CLAWRENCE H. SUMMERS**, Harvard; former US Secretary of the Treasury, former Director of the US National Economic Council  
Exceedingly illuminating professional and personal insights into the global financial system. Highly recommendable reading. **PROFESSOR JÄFÄRGREN STARK**, former Chief Economist of the European Central Bank  
SuperHubs-what a clever concept! Sandra Navidi impresses with a masterful piece of both reporting and analysis. **PROFESSOR KLAUS SCHWAB**, Founder and Chairman of the World Economic Forum  
Sandra Navidi provides an entertaining and absorbing portrayal of the networks used by many of the top executives in finance. She draws many useful conclusions and provides terrific portraits of some of the major players in finance today. **STEPHEN A. SCHWARZMAN**, Chairman, CEO & Co-Founder, Blackstone, and Chairman of U.S. President Donald J. Trump's Strategic and Policy Forum  
An intimate glimpse into the obscure world of high finance ... [that] should be voraciously consumed by anyone in business. **PROFESSOR NOURIEL ROUBINI**, Professor of Economics and International Business, Stern School of Business; CEO, Roubini Macro Associates, and Bestselling Author  
How are we governed? By whom and how? These are the classical questions which globalization and financial markets have given a new urgency. This book provides a front row seat in the theater of fundamental change. **OLAFUR RAGNAR GRIMSSON**, President of Iceland 1996-2016  
SuperHubs is an analytical, engaging and insightful guide. It is a must read for all who are striving for growth and excellence! **HIS EXCELLENCY, MR. SHAUKAT AZIZ**, former Prime Minister and Finance Minister of Pakistan, former CEO of Citibank Global Wealth Management  
SuperHubs offers new insight into those with the power to change the world. **PROFESSOR IAN BREMMER**, Founder and President of Eurasia Group  
Navidi shows how networks ... are crucial. Her writing blends personal anecdote and wry observation with a sound grasp of the science of complex self-organizing systems, making SuperHubs a uniquely intelligent and engaging insight into financial power. **PROFESSOR STEVE KEEN**, Head, School of Economics, Politics & History, Kingston University London  
SuperHubs offers a balanced analysis of the system's driving forces and raises controversial issues regarding the far-reaching impact of a few all-powerful individuals, addressing the fundamental aspects of the complex human dynamics ruling finance and the world. A spirited and riveting book that makes for an intriguing read. **BORIS COLLARDI**, CEO of Bank Julius BÄFÄR  
This book is unique in describing and analyzing the human behavior in the upper circles of the global financial system. I agree with the author that unethical behavior has aggravated the increasing wealth gap and social stratification, and thus has fundamentally shaken society's trust in our financial system. The need for political action to save banks in the crisis of

2008, made clear that the financial system is not just a private sector but also a common good. It is this orientation on the common good and the wellbeing of ordinary people that has to be included in capitalism at large and the financial sector in particular. This book will empower readers to advocate for change.

MARK DE GEUS, Chairman and CEO, Bertelsmann Stiftung

An expert tour guide, Ms. Navidi helps us understand the mechanisms that drive our global financial system by ultimately telling a human story of how a select few wield incredible financial and political power. *SuperHubs* is a substantive book with just the right balance of research and stories to make it an entertaining and satisfying read.

THE HONORABLE GEORGETTE MOSBACHER, Entrepreneur

*SuperHubs* is dedicated to a vitally important topic: the state of our financial system and its implications for society. If you want to understand how our world works this book is for you.

PROFESSOR DIMITAR D. SASSELOV, Phillips Professor of Astronomy, Harvard University, Director, Harvard Origins of Life Initiative

Naivedi will be remembered as the woman who revealed how the 1% maintain their plutocracy.

PROFESSOR DOUGLAS RUSHKOFF, Professor of Media Theory and Digital Economics at City University of New York

Readers will recognize how the relations of those who pull the levers of global power are the bonds of influence that shape the world.

PARAG KHANNA, Senior Research Fellow Lee Kuan Yew School of Public Policy

*SuperHubs* deftly takes the reader through the global and societal consequences of those people's relationships, power and money.

BILL BROWDER, Co-founder and CEO, Hermitage Capital Management and human rights activist

*SuperHubs* is indispensable for readers who want to understand the financial world's dynamics. Her fascinating insider's perspective reveals complex linkages among the financial elite and the resulting far-reaching consequences.

*SuperHubs* is a blockbuster!

HANS DEMMEL, CEO n-tv (RTL Group)

We will see how financial oligarchs have instrumentalized most governments to realize their interests. We are very far away from reform. *SuperHubs* demonstrates, how far off.

PROFESSOR MAX OTTE, University of Applied Sciences Worms, head of the Cologne-based IFVE Institut für Vermögensentwicklung GmbH

*SuperHubs* vividly describes how homogeneous alpha males maximize their opportunities. Readers will wish that this type of financial elite will disappear, or at the very least, include more women.

PROFESSOR THOMAS MAYER, former Chief Economist of Deutsche Bank Group; Head of Deutsche Bank Research

An absorbing portrayal of the financial elite's self-perpetuating power structures. *SuperHubs* is a definite "buy"!

DIRK MÄLLER, financial markets expert

Naivedi has thoughtfully determined that a few powerful people rule the world with their extensive networks. May *SuperHubs* inspire them to make it a more humane and peaceful place.

ROBERT SALZL, Member of the Foundation Board and

Senior Adviser, Schäffler Stiftung & Co. Holding KG Navidi describes vividly and without taboos how the financial elite have created their own cosmos and why it is about time to scrutinize the rules upon which this system is based. ANNETTE HEUSER, CEO, Professor Otto Beisheim Foundation

Sandra Navidi is the Founder and CEO of BeyondGlobal, a consulting firm, where she renders macroeconomic and strategic positioning advice. Previously, Ms. Navidi worked closely with economist Nouriel Roubini as Director of Research Strategies and Senior Relationship Manager at Roubini Global Economics. Prior to that Ms. Navidi had positions as investment banker at Scarsdale Equities, general counsel at Muzinich & Co. and consultant at Deloitte. Ms. Navidi holds a law degree from the University of Cologne School of Law, Germany, and a Master-of-Law Degree in Banking Corporate and Finance law from Fordham University School of Law, USA. She is admitted to practice law in the Federal Republic of Germany as well as in the State of New York. As an expert commentator on financial markets, Ms. Navidi has given over 600 interviews on international media outlets and has keynoted at dozens of large industry events.

If you want to know what it's like being a fly on the wall in Davos at the World Economic Forum and similar events, how denizens of high-altitude gatherings operate, this is an interesting book. Global leaders at the pinnacle of society spend much of their energy trading information, ideas, social capital, loyalty in their networks, and constantly trying to expand them, flitting from Davos to central bank meetings to charity boards and galas and the Hamptons. The definitive academic sociological and quantitative study of these networks, their evolution and influence hasn't been written, but this is a highly entertaining and readable portrait.

"SUPERHUBS: How the Financial Elite & Their Networks Rule Our World", which was written by Sandra Navidi, is an absolutely superb book! It was my good fortune to become acquainted with Ms. Navidi and her outstanding book on the global financial world and its elite players by seeing her as a guest on C-Span's Q & A with Brian Lamb. While the majority of books written about the global financial world and its key players are written in a somewhat dry, academic format, this book takes the reader on a journey through the world of the ultra-rich players in more of a narrative style by citing her personal experiences with these players. In terms of interest, I had a difficult time putting this book down; I typically spent two to three hours each day reading it until completion. Furthermore, "SUPERHUBS" is so thought provoking, I fully intend to continue to study

Ms. Davidi's outstanding book in the future. The most vital reason for a person to read "SUPERHUBS" is to gain a deep insight into the world of immense wealth and power that super rich financial leaders possess, and to more clearly comprehend how their social networks influence the world's political climate, lawmakers' decision-making, and the overall economic environment of the world in which we live. While I could delve into additional details regarding each chapter, I choose not to do so in this review; I can only highly encourage everyone to read this book in order to become a better-informed voter and citizen. As a longtime reader of politics and economics, I have never encountered a book that is filled with such a high degree of vital information; is written in such an elegant, to the point style; yet is accessible in better understanding the world of global finance and its elite players.

In her book \$UPERHUBS Ms. Sandra Navidi exposes the inner workings of the global financial system. At the center are super connected and influential individuals who pursue their interests. The financial system is one of the most important man made systems. It touches each of us in one way or another. One cannot escape it. By pursuing their own interests the actions of a relatively few \$UPERHUBS affect the lives of many, and even the entire financial system. What is good for the \$UPERHUBS may not be good for the less well connected, less powerful, or even society as a whole. Somehow most readers will probably have suspected this to be the case. In her descriptive analysis Ms. Navidi provides us with details, names, true stories, and observations that only she can tell because she is so close to the \$UPERHUBS. Over the years Ms. Navidi has gained the trust and respect of the \$UPERHUBS. Naturally \$UPERHUBS have no interest in revealing the inner workings of their networks and the power they have. Ms.

Navidi's book is skillfully written in a way that does not offend the \$UPERHUBS and still provides deep insights into their world. For those who spend their lives close to the \$UPERHUBS this book is a good source of reference. For those who spend their lives far away from any \$UPERHUB the book provides insights that no other book is able to deliver. Ms. Navidi's detailed, yet fluent writing style makes her book a pleasure to read.

Mrs. Navidi takes the cultural anthropologist approach of "participating observation" to the world of the global financial elite. As a "participant" and astute observer of human nature, gifted with a razor sharp analytical mind, she offers an insightful, well written perspective on what motivates this elite, the psychological make up of some of its most illustrious characters, and the way they network and interact. She refreshingly refrains from taking a moral position, leaving it up to the reader to decide if

the protagonists of the story are super villains, super heroes, or simply highly intelligent alpha males with extreme appetites for acquiring power and \$\$. A highly recommended read for those with a natural interests in culture and psychology, and an indispensable read for those that add to this an interest in global finance and economics.

The book details the mechanics of the power networks that run the global economy. Illustrative cases show how people became superhubs and what continues to keep them connected.

TimelessI found the book to be engaging, well-written, and packed with details that I could not have uncovered through my own research. The book is timeless and will be as relevant in years to come as it is today. The author is herself a Superhub, and coaches the reader on the intricacies of developing a network that forms the pillars on which a successful career is built.

Excellent book for those looking to better understand the world of finance...and how the global elite play a large part in setting policies that affect us all. Sandra does an exceptional job of providing first hand knowledge of the ins and outs of the finance world on a global perspective. It's very riveting book. Buy it!!!!

Purchased the book after watching Ms Navidi on C-SPAN's Q&A ... if you want to know how the powerful interconnect and leverage their power this is the book to read. Well written with a myriad of stories and examples provide a glimpse into the elite super rich and super powerful.

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