



Spreading the Risks: Insuring the American Experience

By John A. Bogardus

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"Spreading the Risks" tells the story of how the American insurance industry evolved from colonial times through periods of war and economic transformation into the twenty-first century where it now faces open-ended liabilities from terrorism, asbestosis and environmental pollution. John A. Bogardus Jr., former chairman and CEO of Alexander & Alexander, uses his decades of business experience to explore the role of major twentieth-century American brokers. He provides an informed overview of American commercial insurance and offers memorable stories about the world's leading brokerages whose triumphs and failures reflect an ever-changing business.

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Spreading the Risks: Insuring the American Experience By John A. Bogardus Bibliography

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Editorial Review

Review

... reveals ... an industry striving to protect millions of individuals. Every American should know this story.

Emory Elliott

University of California -- *Jacket Comment*

Bogardus tells a paradoxical and fascinating story—of how the boisterous energies of the marketplace were rendered safer,. . .

Joseph J. Ellis -- *Jacket comment*

Reads at times like a John Grisham novel..... William R. Ferris

University of North Carolina -- *Foreword*

Rich in detail—the book provides unique insight into the . . . nation's risk management industry.

John T. Hompe

Fox-Pitt, Kelton, Inc. -- *Jacket Comment*

This long overdue account... offers valuable lessons for insurance and business professionals,... A must-read.

Ken Crerar, Council of Insurance Agents -- *Jacket Comment*

From the Publisher

John A. Bogardus Jr., former chairman and CEO of the premier brokerage Alexander & Alexander, (with Robert H. Moore) uses his decades of experience--plus thirteen years of research--to explore and explain the history of insurance up to the present, post-9/11 period.

From the Inside Flap

Insurance, like banking, has been a mainstay of the American economy since the nation's birth. Within this huge segment of the country's financial services business, the role of insurance brokers has been indispensable.

With unique access to brokerage leaders and records, "Spreading the Risks" tells the story of how the insurance industry evolved through disasters and economic transformations into the twenty-first century. Today brokers work with businesses of all kinds in evaluating and protecting themselves from such open-ended liabilities as terrorism, asbestosis, and environmental pollution.

John A. Bogardus Jr., former chairman and CEO of Alexander & Alexander, uses his decades of business experience to explore the role of major twentieth-century American brokers. He provides an informed overview of American commercial insurance from colonial times through periods of war and economic transformation into the twenty-first century where we face emerging risks such as those dramatized by September 11, 2001.

With the current crisis of confidence in corporate management, Bogardus offers an instructive perspective on success and failure patterns in companies that have undergone rapid expansion and diversification. Alexander & Alexander's own challenges with globalization foreshadowed problems plaguing some of today's major corporations. In this context, the author reports on his participation in bringing some of the problems at Lloyd's of London to public attention.

Pulitzer Prize and National Book Award winner Joseph Ellis calls *Spreading the Risks* "a paradoxical and fascinating story." Emory Elliott of the University of California notes that it "is filled with personal narratives... anecdotes of heroes and villains" and "engages the reader in a remarkable epic struggle."

Users Review

From reader reviews:

Patrina Eaton:

Here thing why this kind of *Spreading the Risks: Insuring the American Experience* are different and trusted to be yours. First of all looking at a book is good nonetheless it depends in the content of the usb ports which is the content is as delicious as food or not. *Spreading the Risks: Insuring the American Experience* giving you information deeper and in different ways, you can find any guide out there but there is no guide that similar with *Spreading the Risks: Insuring the American Experience*. It gives you thrill reading journey, its open up your own personal eyes about the thing this happened in the world which is might be can be happened around you. It is easy to bring everywhere like in playground, café, or even in your approach home by train. Should you be having difficulties in bringing the paper book maybe the form of *Spreading the Risks: Insuring the American Experience* in e-book can be your substitute.

Daniele Chambers:

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Samuel Hamby:

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Lisa Martin:

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