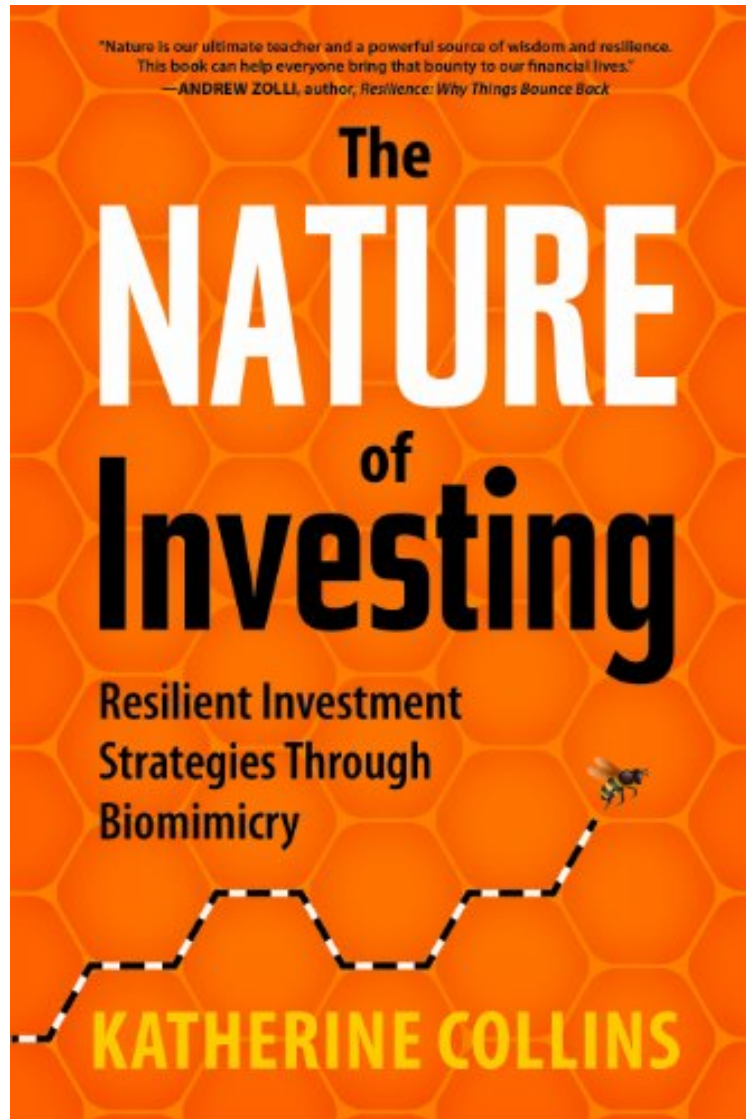


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The Nature of Investing: Resilient Investment Strategies through Biomimicry

Katherine Collins

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Katherine Collins : The Nature of Investing: Resilient Investment Strategies through Biomimicry before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nature of Investing: Resilient Investment Strategies through Biomimicry:

9 of 9 people found the following review helpful. If Warren Buffett Mother Nature had a love child... this book would be it!By Manisha ThakorWhoa, not the investment book I was expecting. This is a must read, game changer. Here's how I'd sum it up:Tired of flat screen, algorithm-driven, mechanized financial markets that feel increasingly

disconnected from daily life? Wouldn't it be nice if instead the world of finance were: effective, resilient, elegantly simple naturally optimized? By connecting real-world finance with a deeply rooted, scientifically valid framework (biomimicry) Katherine Collins shows us how investing can be returned to its core purpose of mutual exchange and mutual purpose. If this sounds mind-blowing, it is. Collins' underlying point is that it's time for us to refocus investing on its essential, connected form - relational not transactional, regenerative not extractive, optimized, not maximized, resilient not rigid. As Collins notes - we are all investors. Whether wearing our hats as citizens, consumers, and/or business people... with each decision about how we spend our time, energy, and money, we are investing. Alas, our current global financial system is in need of a serious course correct. By asking "WWND" (What Would Nature Do?) Collins presents a compelling, innovative, and highly actionable vision of a new investment path, one which emulates nature's genius. Highly recommend this delightfully readable book.

3 of 3 people found the following review helpful. Thought Provoking Book

By mt This is a thought provoking investment book which is, in the author's words, a "call to think." She encourages the reader to consider a framework that is a durable, healthy contribution to all involved. More than a high level framework for thinking, Katherine Collins analyzes specific activities in the investment world as practical applications. With the credibility of a successful career in this business she shows that additional consultation can impede, that the most intricate processes may not justify the time to be understood, that speed may not improve an existing process, that additional market activity may have unintended consequences, that precision can dim clarity, that good ideas stretched too far may be precarious. This is a different type of investment read. Overall, this book really does call on the reader to look at the world in a different way--to stop and think.

1 of 1 people found the following review helpful. A wonderful reminder about the power of finding a path to mindfulness in our financial decisions

By B McCKatherine has written a very unusual book that goes beyond the usual boundaries of ESG or SRI investing to a broader requiem for mindful behavior in our financial decisions. Her anecdotes about the insights and clarity lost in the maze of current risk modeling structures rings very true. While there is clear value in quantitative modeling, we can also lose touch with a simpler and often more powerful logic engine and Katherine's biomimicry framework is a wonderful path through which to reinsert common sense into those decisions. Katherine is also quick to point out that nature's systems are not judgmental and often red in tooth and claw. Biomimicry is not all touchy feely. However, there is a broader point in here that one must keep clear goals and priorities in the front if one's decision making process or they will be lost in the fog of complexity. In doing so, it can also be a path to incorporating a more ethical framework to investing (including any other life "investments" of time and energy). Complex stuff, but again, Katherine's recipe for distilling these multi-variable choices down to their essence through natural models is really wonderful.

We are all investors. We invest our time, our energy, our money. We invest every single day, as citizens, as consumers, as businesspeople. At its core, investing involves connection, exchange, and mutual benefit. Lately, however, the primary, beneficial function of investing has been overshadowed by ever-more mechanized iterations of finance. We have created funds of funds, securitizations of securitizations, and entire firms whose business is based on harvesting the advantage of microseconds of trading speed. The Nature of Investing calls for a transformation of the investment process from the roots up. Drawing on the author's twenty-plus years of leadership experience in top investment firms, the book connects real-world finance with the field of biomimicry. Citing real-life examples and discussing principles from the natural world, The Nature of Investing shows how we can create an investment framework that is different from the mechanized one currently employed. Readers will discover an approach that realigns investing with the world it was originally meant to serve. An approach that values resiliency over rigidity and elegant simplicity over synthetic complexity. This is the true nature of investing.

Nature is our ultimate teacher and a powerful source of wisdom and resilience. This book can help everyone bring that bounty to our financial lives.

rdquo; - Andrew Zolli, author, Resilience: Why Things Bounce Back

The Nature of Investing is a quiet revolution, shimmering with insight about bees, sea slugs, and the ultimate why of finance. In generous and uncannily wise prose, Collins reminds us that we are all investors, and that our time, effort, and yes, our money, can be a nutrient, perpetuating that which makes life worth living. As an experienced biomimic who is now eager to invest, I had an ah-ha on every page.

rdquo; - Janine Benyus, author, Biomimicry: Innovation Inspired by Nature; cofounder, Biomimicry 3.8

Katherine Collins has done it! She turns modern portfolio theory on its head while explaining the nature of investments. A seasoned and highly successful portfolio manager, Katherine shares her insights with both a sense of humor and irrefutable logic, while knocking down many of Wall Street's sacred cows. By applying the laws of nature, particularly the wisdom of the honeybee, she opens the investor's mind to a whole new way of making money.

rdquo; - Amy Domini, founder, Domini Social Investments

The Nature of Investing is refreshing, thoughtful, and compelling. You will become a more successful investor and a better citizen of the world if you heed Katherine Collins's call to ask questions, pay attention to your environment, and think.

rdquo; - Michael J. Mauboussin, Head of Global Financial Strategies, Credit Suisse

To an investing world obsessed with speed, abstruse metrics, and hyperactive transactions, Collins offers a simpler path inspired by nature. Starting with a mindful look at

the purpose of investing, this book provides a framework for making wise choices.” - Joel Tillinghast, Portfolio Manager, Fidelity Low-Priced Stock Fund
From thistle-inspired Velcro to sharkskin-inspired airplane fuselages, there's a growing global buzz around biomimicry. But what lessons can the economy of money learn from that of honey? Like a scout bee returning to the hive, Katherine Collins signals the nature, direction, and scale of the evolving opportunities. The smart swarm and the smart money will follow her lead.” - John Elkington, co-founder of Environmental Data Services (EDS), Sustainability and Volans; Originator of the triple bottom line; author, *The Zeronauts: Breaking the Sustainability Barrier*