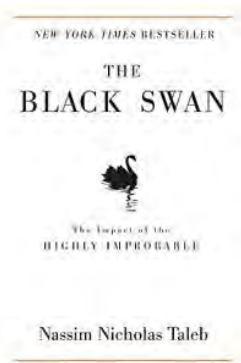




## The Black Swan – The Impact of the Highly Improbable

By Nassim Nicholas Taleb



As human beings we have a propensity to want to see the world as something structured, ordinary, and comprehensible. Taleb contends, however, that most important events (such as, most recently, the global financial crisis) are unexpected and rare – he calls them Black Swans – and their effect is so disproportionately large that they effectively drive the course of history. We should not attempt to predict Black Swan events, but rather try to structure our lives in order to minimise the effect of the negative Black Swans and maximise the impact of the positive white ones.

Join Prof Eon Smit as he talks about this fascinating book that examines the influence of highly improbable and unpredictable events that have massive impact.

### More about the facilitator

Prof Eon Smit is the former director of the USB. He is chairman of the Management Committees of the Bureau for Economic Research and the Institute for Futures Research of Stellenbosch University. As a highly rated researcher he regularly acts as a consultant to private sector companies, state departments and parastatal organisations and has authored and co-authored numerous academic articles on economics and other business-related topics. Prof Smit is the editor of the *Journal for Studies in Economics and Econometrics* and the *South African Journal of Business Management*.

### Date & Venue

#### JOHANNESBURG

Date: Friday, 17 September 2010 (register by latest 14 September 2010)

Time: 07:00 - 08:30

Address: Cover Drive Conference Room, The Forum, Upper Basement, 57 Sloane Street, Wanderers Building, The Campus, Bryanston, Johannesburg

### Please note

As a courtesy to the speaker, the venue's door will close at 07:30 and latecomers will regretfully not be admitted.

### Cost

R300 per person (book and CD with PowerPoint presentation included)

### Contact person

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We have offices in Cape Town and Gauteng



# REGISTRATION FORM: We Read For You The Black Swan

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Upon receipt of your registration form you will be issued with an invoice. You can then submit your payment. Please note that payment must be made before the workshop date.

