**Alex Edmunds**

**Affiliation:** Professor of finance at London Business School and academic director of the Centre for Corporate Governance.

**Ideas:** Research in corporate finance; behavioural finance; corporate social responsibility; and practical investment strategies. Plus World Cuponomics – the effects of the soccer World Cup on stock markets.


**Bio:** Graduated from Oxford and then worked for Morgan Stanley. After a PhD from MIT Sloan, joined Wharton in 2007 and was tenured in 2013. Serves on the steering group of The Purposeful Company, which encourages companies to pursue long-run purpose over short-run profit.

**Verdict:** “Fresh voice on finance and investment strategies – and much more.” Thinkers50

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