

Profile/ Interview Idea

TO SET UP AN INTERVIEW OR REQUEST MORE INFORMATION, CONTACT:

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Twenty Years Ahead of His Time, **The Angriest Man on Wall Street** Never Gave Up the Fight to Change America’s Capital Markets

As new NYSE scandals become exposed, Ken Morris’ early predictions, suggestions, and demands begin to feel like prophecy

January, 1984

“The New York Stock Exchange needs to be changed. It’s corrupt and doesn’t have anything to do with protecting the small investor.”

—**KEN MORRIS**, AGE 31, HEAD OF INTERNATIONAL SALES AND TRADING, MORGAN STANLEY

January, 1986

“The Wall Street model of banking and research is ass-backwards. That we fall in love with stocks *after* we become the company’s investment banker is a conflict of interest. We should be the banker for companies we already love—that’s the way to avoid conflict of interest.”

—**KEN MORRIS**, AGE 33, SENIOR VICE PRESIDENT, HEAD OF WORLDWIDE SALES AND TRADING DREXEL, BURNHAM

November, 1992

“I’ve had enough of this bullshit. Since the Street won’t change, I will. This isn’t about what’s the right thing to do, it’s about making money, plain and simple. *I quit!*”

—**KEN MORRIS**, AGE 39, SENIOR VICE PRESIDENT, HEAD OF SYNDICATE, U.S. AND FOREIGN SALES AND TRADING NOMURA SECURITIES

A **financial revolutionary**, years ahead of his time—if he had that to say *then*, what does he have to say *now*? Contact:

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For more, read on...

A Fascinating Biography

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Ken Morris—From “Wall Street Legend” to Little League Coach to Bestselling Thriller Author—His Work is Still Causing Headlines

IN 1993, KEN MORRIS, both a trading star and vocal critic of the way Wall Street does its business, turned his back on the industry that fostered his career. The story of his life since then is remarkable and heart-warming. From Wall Street titan to children’s sports coach



(over 40 teams), to best-selling novelist (financial thrillers, of course) to the man who, after twenty years of trying, finally brought

the corruption at the New York Stock Exchange to the world’s attention—where next?

IN A NUTSHELL, here’s how that story begins: In 1984, Morgan Stanley asked Ken, just a tender 32 years old, to start their International Equity Department. By the end of that year, Ken had salesmen and traders reporting to him from New York, London, Hong Kong, Singapore, and Tokyo. He was traveling 200,000 miles per year to oversee what

would become one of the most powerful equity operations in the world.

IN 1986, BY A PERVERSE TURN of fate, he was hired away from Morgan Stanley by Drexel, Burnham (home of Mike Milken, junk bonds, and eventually scandal and bankruptcy) only weeks before the firm made ignoble history—his two years at that firm make for a fascinating morality tale in itself (and one he is willing to share simply for its insights into the greed and single-mindedness of some Wall Streeters).

Where Ken Morris has appeared:

- *The NY Times*
- *The Washington Post*
- *The SF Chronicle*
- *The Boston Globe*
- *The Financial Times of London*
- CNBC’s “Kudlow and Cramer”
- CNBC/MSN
- FOX
- Newsweek Radio
- *International Herald Tribune*
- RealMoney.com
- *USA Today*
- Dozens of other venues

THAT RUN OF MISFORTUNE wasn’t the end of him, however. Ken’s career, post Milken et al, flourished—and, through

professional success and by reforming the London Stock Exchange, almost singlehandedly, he became the man the *London Times* referred to as “A Wall Street trading legend” and later as a big time “Master of Wall Street.”

KEN ACHIEVED ALL THIS before the age of 40. But by the time he’d reached that life milestone, he’d decided enough was enough. The Wall Street powers that be didn’t want to hear his calls for reform in the U.S., so he turned his back on the industry that had made him a legend.



Ken Morris as he appeared on *Kudlow & Cramer* on August 27th, 2003.

He returned to California to raise his four sons—coaching them, helping them with their homework, making breakfast, lunch and dinner for them—and all the while, continuing to be a critic of the behavior of our capital markets, helping to expose many of the stories now littering our headlines.

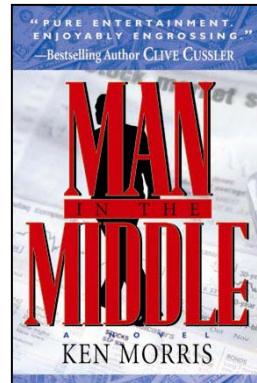
BY 1985, MANY PEOPLE CREDITED Ken with bringing down an archaic and sometimes corrupt part of the London Stock Exchange operation. In 2003, in a bit of de ja vu, those on the inside believe—with much justification—that were it not for his insights, the current

call for changes at the NYSE would never have seen the light of day.

It is a testimony to the power of an individual to bring about change if they believe strongly enough in a cause.

EQUALLY AS AMAZING, Ken has also found the time to embark on a new career. He is currently the best-selling author of financial thriller *Man in the Middle*, with his second novel, *The Deadly Trade*, due out early next year.

Man in the Middle takes a harsh look at the insides of the hedge fund industry from the point of view of a naïve, young man whose morals are challenged. The book presciently details many of the newest scandals just outlined by New York State Attorney General Eliot Spitzer linking hedge funds and mutual funds in illegal schemes to defraud individual investors.



Man in the Middle is yet another of Ken’s crusades for the small investor—a mission he’s been taking on as his own long before it was popular to do so.

KEN’S STORY IS A WONDERFUL TALE of a man, having everything most people dream of having, willing to chuck it all for principle. And for family.

It is a story you’ll want to share with your audience.

“Ken Morris has the goods. The greatest opportunity is television—he’s got terrific presence, a great voice, and I could see him developing a niche as a novelist with portfolio.” —FOSTER WINANS, FORMER *WALL STREET JOURNAL* COLUMNIST, AUTHOR, AND LECTURER

Some questions for your interview with Ken:

- ✓ What's tougher: Wall Street or publishing?
- ✓ Why did major publishers initially reject your book, *Man in the Middle*?
- ✓ How much subject matter from *Man* is taken from your real life experiences?
- ✓ Did your family support your decision to turn your back on the world of high finance?
- ✓ How long did you wait to retire from finance after initially making that decision?
- ✓ Of all your roles in life—father, trader, reformer, author, etc.—what's been the most rewarding? What's been most challenging?
- ✓ After earning the sobriquet, "Angriest Man on Wall Street," why did author Fran Baker call you "The Angriest Man on Main Street"?
- ✓ How do you feel about getting lumped into the so-called "wave" of financial fiction?
- ✓ You've made millions during your career. Why do you find it easier to identify with the average investor than with the big shots on the Street?

*Your audience is sure to be as intrigued by this story as you are—wouldn't you like to interview and profile **Ken Morris**?*

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Book Synopsis

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“Oliver Dawson, even with powerful binoculars, couldn’t see the concerned faces, or sense the razor-edged tensions, in the hotel room above—too many reflections off the room’s main window. Too bad, he thought. He wondered, half-seriously, when he’d hear the gunshot blowing Peter Neil’s head off his neck.”

From Man in the Middle

Morris’ Financial Thriller Exposes Hedge Fund Corruption

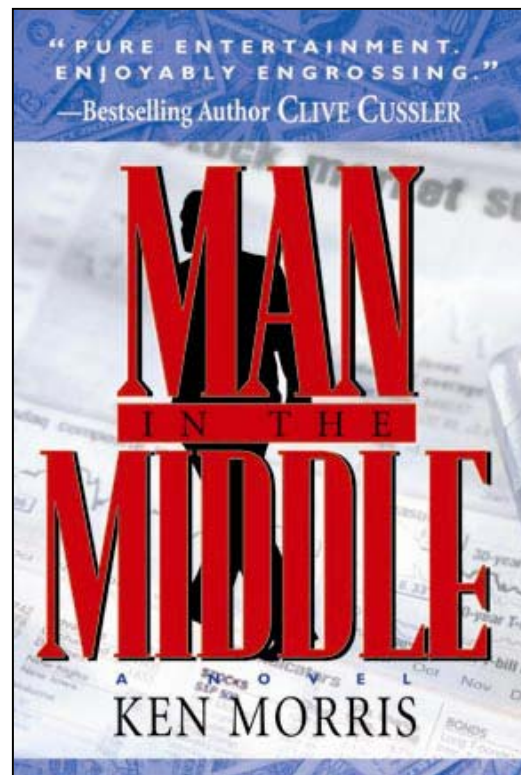
MAN IN THE MIDDLE IS THE STORY of one young man, Peter Neil, who finds himself thrust into the world of a high stakes hedge fund. For a time, he buys into the game of wealth-creation with unbridled enthusiasm.

Only after discovering that the deaths of several people—his mother included—were not what they seemed, does he realize he needs to get out. With the help of a diminutive SEC agent and an old flame, he devises an inspired plan to extricate himself from those wishing to control him.

“Pure entertainment. Enjoyably engrossing.” —Clive Cussler, Best-selling Author of The Numa Files Series, and Valhalla Rising

Executing that plan, however, carries not only life-or-death consequences, but is as daunting a task as Peter Neil, or anyone else, has ever had to handle. ***Man in the Middle***, one of the best, most gripping, most timely financial thrillers to be published in a long, long time, is un-

questionably fiction, yet influenced by some of the individuals the author met during his Wall Street years at the top of the capital markets—people who routinely bent or broke the rules.



Such amorality in the financial and business milieus is still rampant, his book suggests, and perhaps to a greater degree than ever—witness the Enron, Worldcom, Tyco, and Imclone scandals, among others.

In the words of one astute reader, “*Man in the Middle* is a gritty trek through the piranha-inhabited water of high finance.” Anyone interested in understanding the reality behind today’s headlines (and tomorrow’s) will find Ken Morris’ a must and entertaining read.

Praise for Man in the Middle

“No one ever put down a Ken Morris thriller.”

-- JIM CRAMER, CO-HOST, CNBC’S “KUDLOW & CRAMER”

“If the recent rollercoaster ride of the stock market hasn’t jump-started your heart, it’s time to read Ken Morris’ *Man in the Middle*. This financial thriller both educates and excites, and offers a pulse-pounding return on investment. *My market tip?* Add this one to your literary portfolio.”

-- ALAN RUSSELL, AWARD-WINNING AUTHOR OF *EXPOSURE*

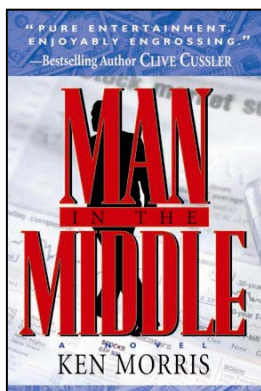
"*Man in the Middle* is a great, great novel. After a starting bang (literally...I can see that in the movie!), the plot more slowly unfolds, and then it grabs you and doesn't let you go. I couldn't put it down. While it was fiction, I could swear it was fact."

-- HERB GREENBERG, MONTHLY COLUMNIST FOR FORTUNE MAGAZINE

“In 1992, the author, a successful stock trader, left Wall Street for California, where he devoted much of his time to writing. His first novel, a financial thriller (naturally), suggests that his literary talent may be as finely honed as his business skills ... This is a crisply written, well-developed, and suspenseful tale of greed and deception. Recommend it with confidence to fans of financial thrillers.”

-- BOOKLIST

To request a review copy of *Man in the Middle*, or Morris’ upcoming *The Deadly Trade*, please contact:



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