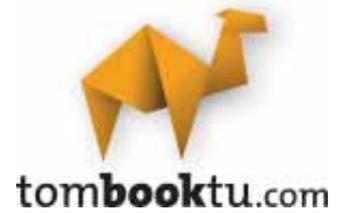


AND NOW WHAT DO WE DO! How we can emerge from crisis



Simón Casas

Here you will find the current economic crisis explained in a simple way without technical jargon and long-winded sentences.



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Synopsis

During the years of the housing boom, the construction sector was generating nearly a quarter of total wealth in Spain, twice as much created by one of the traditional economic mainstays: tourism. Between 2002 and 2008, about four million houses were built in our country, a fourth of the total amount existing at present. After the bursting of the bubble created around the real estate sector, the outlook is bleak. The real estate developers of this country owe the banks more than 400,000 million euros and much of this money is almost impossible to collect at this juncture. This circumstance has in part created a situation in which the financial system is now hanging from a thread.

There is large financial debt, owed largely to entities in other countries, down not only to banks, but to thousands of families. Paradoxically, while many of those financially-strapped families are evicted for not paying their mortgages, more than two million apartments remain empty in all Spain, many of them in the hands of the banks. How do you expect to sell this housing stock without the financial system being at risk?

Biography

Simón Casas is an architect. He has worked all his life in the real estate sector. His career has taken an important turn towards literature. In 1997, he wrote his first novel. Since then he has not stopped writing. This is his first book.



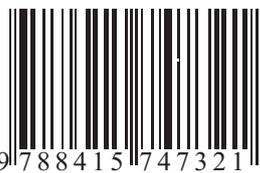
Sales pitch

This book presents solutions – many of them previously not covered or discussed- to help the country emerge from the crisis. It explains what they consist of and how they can benefit us.

The informative style of this work is similar to that of Leopoldo Abadía: clear, concise sentences and logically structured arguments and steps.

This work opts for a positive tone rather than one focusing on the negative aspects of the current situation. It poses solutions for the future.

The work is lavishly illustrated and full of simple tables and graphics that give the reader an easy understanding of the issues.



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