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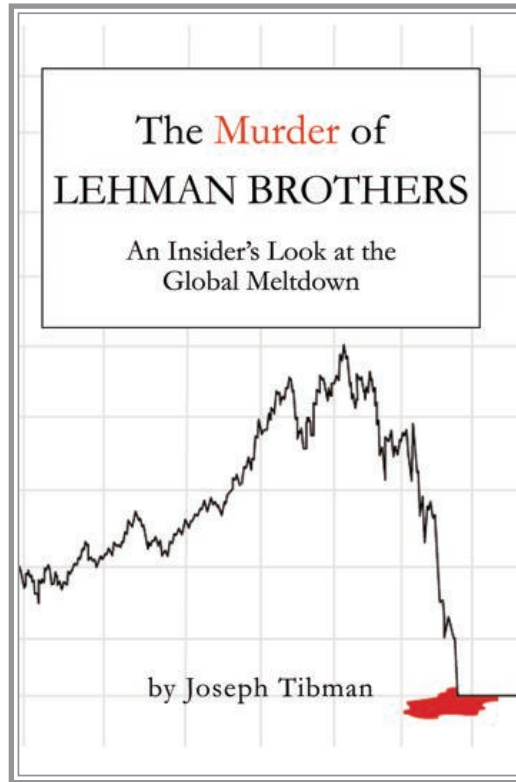
**About the Book:**

*For further information or a review copy, contact John T. Colby Jr.*

“**T**o me, as a multi-decade, veteran Lehman investment banker, the breathtaking death of my firm appeared impossible as little as three days ahead of the bankruptcy filing. Not only did I consider our “master of the universe” firm invincible, but, like my colleagues, when it became clear we were in deep trouble, it was unfathomable that the US government could misstep so foolishly as to let any bulge bracket investment bank simply fail. The worst case seemed to be the Bear Stearns route.”

For the first time, Joe Tibman pulls back the kimono to share intriguing information and detail about Lehman Brothers and the economic meltdown that has never before been revealed:

- How Lehman Brothers almost went under 10 years earlier but was, in a lucky turn of events, rescued from the brink of disaster when the U.S. government bailed out Mexico before it defaulted on billions of dollars in bonds?
- How, in the most detailed and intimate account of Lehman after the September 11, 2001 terrorist attack, when the firm and its people were ripped from their home, Fuld’s “One Firm” strategy finally took root, sweeping away the vestiges of internal war inside Lehman’s own halls, turning tragedy to triumph for a newly united firm where survival and success meant much more than a payday?
- What role did Paulson play? Cox? Bernanke? Greenspan? Geithner? Clinton? Phil Gramm? Congress? Summers?
- What role did George W. Bush and his posse play in creating conditions that toppled the financial markets?
- Could the current crisis have been averted? Read how SEC Inspector General David Kotz shouted to all who would listen that lawyers and a financial firm interfered and lost an opportunity to potentially head-off the crisis.
- How much does Congress really understand about the financial markets? How did PBFS – Post-Bailout Fatigue Syndrome – fuel the murder of Lehman and the resultant crumbling of the financial markets?
- No reporter has ever been able to uncover why the rating agencies rated subprime securities so high. These agencies have never come clean with a clear statement on this issue. They just fired subprime analysts. For the first time in this book, Tibman discloses the key facts behind the subprime rating disaster.



***The Murder of  
Lehman Brothers***  
*-An Insider’s Look at the  
Global Meltdown*

*by Joseph Tibman*

275 pages  
6x9”  
25 B/W photos  
Hardcover, Adult/General  
Nonfiction, Business

ISBN13: 978-1-883283-71-1  
LC#2009927654  
\$24.95 US  
£16.95 UK

Pub Date 9/15/2009  
**New Release**

The author worked in finance, both in commercial and investment banking for decades. For most of his career he was employed by the now bankrupt Lehman Brothers, where, over the years, as a senior investment banker, he held several positions. Like many Lehman colleagues, he holds undergraduate and graduate degrees from two highly regarded, elite universities.



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**T**he Murder of Lehman Brothers, the deadly truth, told in his own words by a senior executive eyewitness...

*Author's Note*

Once upon a time, I was just like you. I grew up in a nice American neighborhood where I lived with my parents, sibling and dog, rode my bike, ate cold cereal for breakfast and played Little League baseball. Like many of you, when I graduated college, I tried to figure out what I wanted to be when I grew up. Never once did I ever wish to be an eyewitness to a murder. Yet, I was.

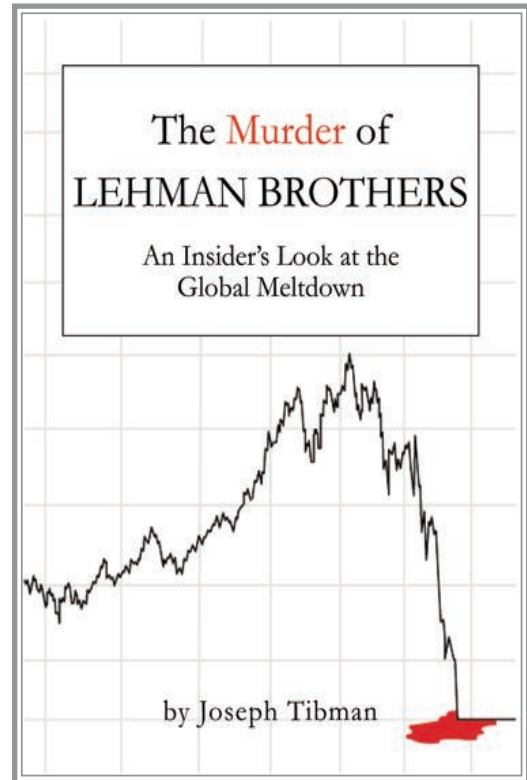
There will always be human beings with extremely faulty judgment or exceptional greed. The most important lesson to be learned from The Murder of Lehman Brothers is that in an industry as critical and potentially destabilizing as the finance industry, a new structure must be created to prevent such people from inflicting their questionable judgment or greed on the rest of us. Controls need to be strong, intelligent, and, most of all, enforced. No one person should ever have the power to wave his political wand, hobbling the safeguards that protect us all. This new structure will have to be designed so that those who are responsible for enforcement in the future are enabled and empowered in a manner that prevents very smart and highly motivated people from circumventing such regulation.

This was not an easy book to write. The people inside Lehman were my esteemed colleagues and friends for many years. Despite what they may think or say, this is not a betrayal. As an eyewitness to this crime, and perhaps from my own sense of survivor guilt, I am compelled to share the story of The Murder of Lehman Brothers with my fellow victims – those Americans who are today out of work or about to be, losing their homes, foregoing college educations for their children, worrying where their rent or next meal or health care will come from, and opting out of so many dreams, hopes and wishes for a bright future. You see, The Murder of Lehman Brothers is more than the story of the death of a great firm. Just as the assassination of Archduke Franz Ferdinand of Austria in 1914 is recognized as the catalyst that led to the outbreak of World War I, so, too, should the murder of Lehman Brothers be recognized as the singular event that became the lynchpin in the current global meltdown. If every American can understand how this happened and why, and what needs to permanently change in our own systems of government and finance, perhaps we, the people, can do a better job of making sure it never happens again.

For ourselves. For our children. For our future.

The only eyewitness, unvarnished true account of the extraordinary financial crime of 2008, as told by a company insider, with nothing more to lose.

The Murder of Lehman Brothers is the first Wall Street disaster story written solely by a senior insider in many years. The Murder of Lehman Brothers: An Insider's Look at the Global Meltdown, explains precisely why Lehman Brothers collapsed and is the first Meltdown tale told in the words and voice of a 20-year career veteran insider who was on site at ground zero for the final act. The author, who joined Lehman before Richard Fuld ascended to CEO, pinpoints the corrupt few inside Lehman and their powerful and misguided brethren outside its walls, who killed the firm.





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### *The Author*

This powerful and revealing account is told in his own words by Joseph Tibman (pseudo.), who worked for more than 20 years at Lehman Brothers. He became a senior banker when promoted from vice president to senior vice president early in a career that would be punctuated by many successes, working some of the financial industry's largest, most high-profile deals.

Pre-order your copy on [AMAZON.COM](http://AMAZON.COM) or [BarnesandNoble.com](http://BarnesandNoble.com) or [www.BrickTowerPress.com](http://www.BrickTowerPress.com).

What is it with September, anyway? September is the month in which Hitler invaded Poland, the Great Fire of London occurred, Black September murdered 11 Israeli Olympic athletes in Munich, President McKinley was shot and killed, the Soviets and Cubans decided to defend Cuba with nuclear arms pointed at the U.S., Princess Grace, our Grace Kelly, died in a fiery car crash in Monaco, the Galveston hurricane killed 8,000 people, and in which in 2001, America suffered the worst terrorist attack in its history.

September. A perfect month for a murder. In 2008, the victim was Lehman Brothers. But Lehman Brothers was not just a venerable Wall Street institution. It was home and even family to more than 26,000 employees whose livelihoods and very way of life disappeared overnight. While the media covered the event as only a part of the Global Meltdown of 2008, few Americans truly understand the keystone nature of Lehman Brothers in the financial arch of that great institution called Wall Street. Even fewer have any real understanding of how and why Lehman fell; who was really responsible; and why the murder of Lehman became the lynchpin in the current economic crisis we are buried under today.

If Lehman Brothers were an individual, he would be a character in a Dickens' novel: Born in a simpler time and place, apprenticed to learn a new business, at times homeless and shuttled from one parentage to another over the years, a victim of societal tensions and circumstances and, ultimately, left on his own to find his way in the world. The only major difference: This story has no happy ending. The author has written this narrative in the hope that Wall Street, the global financial markets, the U.S. government and the citizens it represents may learn some moral from this chronicle and ensure that those who should be held accountable, ARE held accountable in the future.

While the pundits, government, media and others continue to scratch their heads and ponder what will become of the U.S. market, everyday Americans continue to lose their jobs in the ripple effect of the meltdown. How did this happen?

On the first anniversary of the murder of Lehman, Joseph Tibman, a 20-year veteran and senior investment banker, has come forward to reveal, in plain English, the people and forces that share responsibility for this catastrophe. His shattering account is told as only a true Lehman insider's account could be told, by someone who spent two decades at the firm in a number of senior roles and positions. This is the real deal – the true story of ignorance, hubris, special interests and arrogance, told by a corporate insider who came of age in the company when Shearson Lehman was owned by American Express, before Richard Fuld became its CEO, through the company's spin-off from American Express, the incredible experience of 9/11, right through the bitter end.

Writing under the pseudonym Joseph Tibman, the author bares all in *The Murder of Lehman Brothers*. He explains the feud that erupted, soon after the death of the last Lehman Family CEO, between the two "houses" of Lehman—the investment bankers, those patrician, finely appointed, old-money denizens and the sales and



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trading group, brown-bagging, scrappy warriors—which ended in the bloody near-death of both sides of the house with the company’s sale to American Express. He provides the most detailed account on record of the rise of Dick Fuld from junior trader to CEO; Fuld, an executive Trojan gift-horse presented to the company by Harvey Golub, CEO of American Express; Fuld, nicknamed “the Gorilla” because of his legendary inarticulateness, who rose above his nickname just once, but profoundly, at the seminal, game-changing moment of the 9/11 attacks.

The story of indulgence and responsibility does not end with Fuld and his cronies. The Murder of Lehman Brothers is the story of greed run amok, enabled and even encouraged by those intent on removing the very safeguards that were put in place to ensure this could not happen. The story is told in the words of someone who was there when Lehman, post 9/11, became the firm that always outperformed; someone who was a witness to what a small handful of people inside Lehman did to crush it with the assistance of misguided, inept politicians and a dysfunctional, antiquated regulatory infrastructure.

The Murder of Lehman Brothers: An Insider’s Guide to the Global Meltdown is not only for those who earn their livings (or used to) working in the financial markets. It is written simply for anyone who wants to understand the perfect storm of screw-ups that has led to the current global meltdown. It is a primer that explains why action must be taken to ensure no one person or small group is ever again in a position to dismantle the system or to bet the bank, bringing down major institutions and threatening the collapse of the entire global economy.