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Sommario/riassunto	The fascinating story behind the company that revolutionized the financial world Catching Lightning in a Bottle traces the complete history of Merrill Lynch and the company's substantial impact on the

world of finance, from the birth of the once-mighty company to its inauspicious end. Throughout its ninety-four year history, Merrill Lynch revolutionized finance by bringing Wall Street to Main Street, operating under a series of guidelines known as the Principles. These values allowed the company to gain the trust of small investors by putting the clients' interests first, driving a business
