

## New plots are badly needed in finance: accounting for the financial crisis of 2007-2010

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### Purpose

The purpose of this paper is to analyze common emplotments of interpretations of the financial crisis of 2007-2010.

### Design/methodology/approach

The paper presents a text analysis.

### Findings

The paper finds that the same "strong plots" are commonly used to explain financial crises to the general public.

### Originality/value

The paper provides useful information on interpretations of financial crises.

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**Keywords:** [Strong plots](#), [Interpretive templates](#), [Narrative approaches to accounting](#), [Popular culture](#), [Narratives](#), [Perception](#), [Financial performance](#)

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