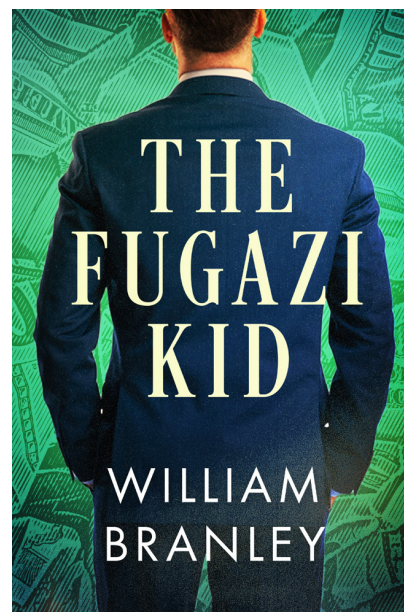


THE FUGAZI KID

The Architecture of Deception | William Branley | Press Kit

A memoir from the rooms where credibility is priced and polished: the Cantor Fitzgerald trading floor, the Inside Edition newsroom, and the five-star hotel lobby.



Fact sheet

Title	The Fugazi Kid: The Architecture of Deception
Author	William Branley
Publisher	Koehler Books (distributed by Ingram)
Publication date	November 24, 2026
Format	6x9 186 pages Memoir
Paperback	\$17.95 ISBN 979-8-89747-361-8
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About the author

Tulane psychology to Cantor Fitzgerald trader, to Inside Edition, to AECOM Tishman managing resilience after Sandy, to VP at the American Academy of Hospitality Sciences vetting the world's luxury hotels for the International Star Diamond Award, to author.

"I've lived in the room where credibility is priced, and the lobby where it's polished. THE FUGAZI KID is my first book — not a takedown, but a field guide. For anyone who's ever wondered if they're selling a product

or performing one."

Lives in New York City. Primary domain: williambranley.com

Career timeline

Tulane	Psychology Learning to read rooms before reading tickers. The original due diligence.
1990s	Cantor Fitzgerald Trader. Where credibility is a derivative and confidence has a bid/ask spread.
2000s	Inside Edition Story as product. How narrative is manufactured for mass consumption.
Post-Sandy	AECOM Tishman Resilience PM. Rebuilding what performance alone can't hold.
2010s-now	American Academy of Hospitality Sciences VP, vetting luxury for the International Star Diamond Award. Five-star mythmaking, up close.
2026	The Fugazi Kid Debut memoir. Koehler Books. The architecture, finally named.

Passages

"We don't have impostor syndrome. We have impostor strategy."

"Credibility is a derivative — traded, leveraged, shorted."

"Five-star reputations from one-star souls."

Pitch angles

Finance: The trader who learned to trade personas.

Luxury: What a five-star award really means.

Media: Narrative as product, manufactured at speed.

Culture: Everyone is a freelancer of their own truth now.

Contact

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