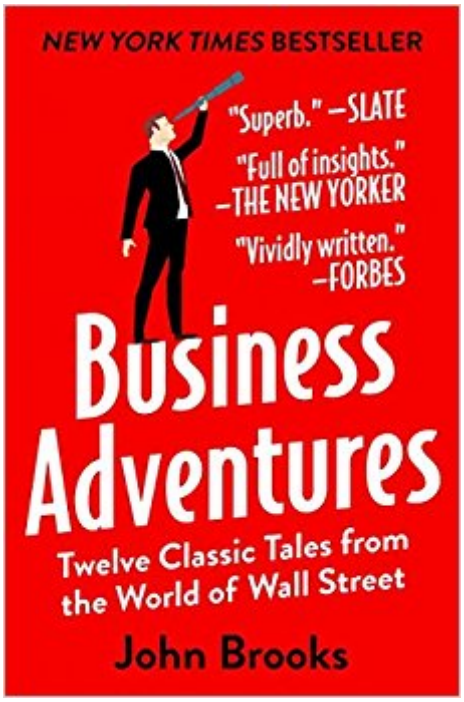
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Business Adventures: Twelve Classic Tales From The World Of Wall Street



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Synopsis

Ã¢â ¬Å“Business Adventures remains the best business book IÃ¢â ¬â„¢ve ever read.Ã¢â ¬Â• Ã¢â ¬â •Bill Gates, The Wall Street Journal What do the $350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. Longtime New Yorker contributor John BrooksÃ¢â ¬â„¢s insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history repeats itself. Five additional stories on equally fascinating subjects round out this wonderful collection that will both entertain and inform readers . . .Ã Â Business AdventuresÃ Â is truly financial journalism at its liveliest and best.

Book Information

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Customer Reviews

Ã¢â ¬Å“[Brooks] provides the early version of what we think of as Malcolm GladwellÃ¢â ¬â œstyle or Freakonomics-styleÃ Â lessons.Ã Â .Ã Â .Ã Â . But Brooks features another trait that modern business writers, whether James Stewart, Malcolm Gladwell, or Michael Lewis, do not. Brooks is truly willing to give up his own views to get inside the mind of all his subjects.Ã¢â ¬Â•

Ã¢â ¬â •National ReviewÃ¢â ¬Å“More than two decades after Warren [Buffett] lent it to meÃ¢â ¬â •and more than four decades after it was first publishedÃ¢â ¬â •Business AdventuresÃ Â remains the best business book IÃ¢â ¬â„¢ve ever read . . . BrooksÃ¢â ¬â„¢s deeper insights about business are just as relevant today as they were back then.Ã¢â ¬Â• Ã¢â ¬â •Bill Gates,Ã Â The Wall Street JournalÃ¢â ¬Å“The prose is superb. Reading Brooks is a supreme pleasure. His writing turns potentially eye-glazing topics (e.g., price-fixing scandals in the industrial electronics market) into rollicking narratives. HeÃ¢â ¬â„¢s also funny.Ã Â .Ã Â .Ã Â . He tells entertaining stories replete with richly drawn characters, setting them during heightened moments within the world of commerce.Ã¢â ¬Â•Ã Â Ã¢â ¬â •Slate

This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging you-are-there look Ã Â into corporate and financial life in America.Ã Â

I had heard, as I think everyone else has, that Business Adventures was a favorite book of Bill Gates and Warren Buffet. I read the ebook, and I understand a print version will be forthcoming in September.This book makes me feel as though I'm sitting at the knee of my grandfather, listening to wise recollections.A writer of articles in the 1950's and 1960, many for the New Yorker, the author intelligently and thoughtfully steps through 12 events, one per chapter.At first I thought perhaps I was particularly dense and wasn't getting the message. What held these stories together? Eventually, I realized that the author is not driving home a point, selling anything, or giving advice. His observations leave room for the reader to consider events, their connections, their parallels to today, the importance of character, and the question of morality in business. It was refreshing not to be told what to think.I enjoyed the stories of Ford's Edsel, Piggly Wiggly, Xerox, Goodrich vs Latex.The chapter on the federal income tax is particularly relevant, given the wide-spread debate about taxes and modern conversations about the 1%.John Brooks' perspective is firmly rooted in the past, when the book was written, and provides readers opportunity for a sense of omniscience since we can consider ramifications the author himself could not be aware of, at that time.Times may change. People do not.

Back in the Late Bronze Age, aka the 1970s, I discovered John Brooks and his marvelous accounts of Wall Street and USAmerican business. Brooks died in 1993, and his books have been half-forgotten. I'm very pleased to see this title rereleased in digital format, and I hope all his works are appear soon as eBooks.This book casts a wide net over the USAmerican business and

investing scene, always with with and insight. There’s a lot to be learned here, as Brooks examines the three-day stock market mini-crash of 1962, how Ford lost a bundle on the Edsel, how GE broke the anti-trust laws, how Xerox became very wealthy (later, Xerox became very broke, but that was after this article) . . . all great stuff.Rereading these after forty years, I’m impressed with Brooks ability to get to the bottom of things, especially when there is no "bottom". Why did the New York Stock exchange lose over 5% one day in 1962, then rally suddenly? No one really knows, but Brooks examines the chaos of that day, and dissects the explanations offered after the fact ÃƒÂ¢Ã â ¬Ã â • while noting that BEFORE the fact, none of the explainers had a clue what was about to happen. Interspersed are comments from THE first book ever written on stock markets, "Confusion of Confusions", by Josseph Penso de la Vega (no product link; apparently doesn’t want to use its reviews to sell books other than the one being reviewed anymore). Brooks demonstrates how little has changed over the centuries.And so it goes through the rest of the essays. Facts and insight, presented with wit, charm, and grace. Highly recommended.

I just received this book and haven’t finished it, but so far it is living up to its high accolades. Engaging and charming writing style, from another time, but still deeply relevant today. Easy to see why it’s a classic.

A great collections of some amazing business events from the 1960’s. Truly timeless in their appropriateness in a business context. I highly recommended this book to anyone interested in business and ethics to a large degree.

Brooks is a great business writer. Gets pretty indepth with the tales he talks about but is very entertaining and easy to hop around between chapters.

Interesting just how relevant the book is considering it’s original publication date. "History may not repeat, but it does rhyme" certainly applies here.

This book is an OK read. Some interesting classic business cases are reviewed in-depth - sometimes a bit too in depth to hold the readers attention.

What a book!!! This is the best book for any business minded people. The author is very gifted in using verses that his material home. It sticks you right away.

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