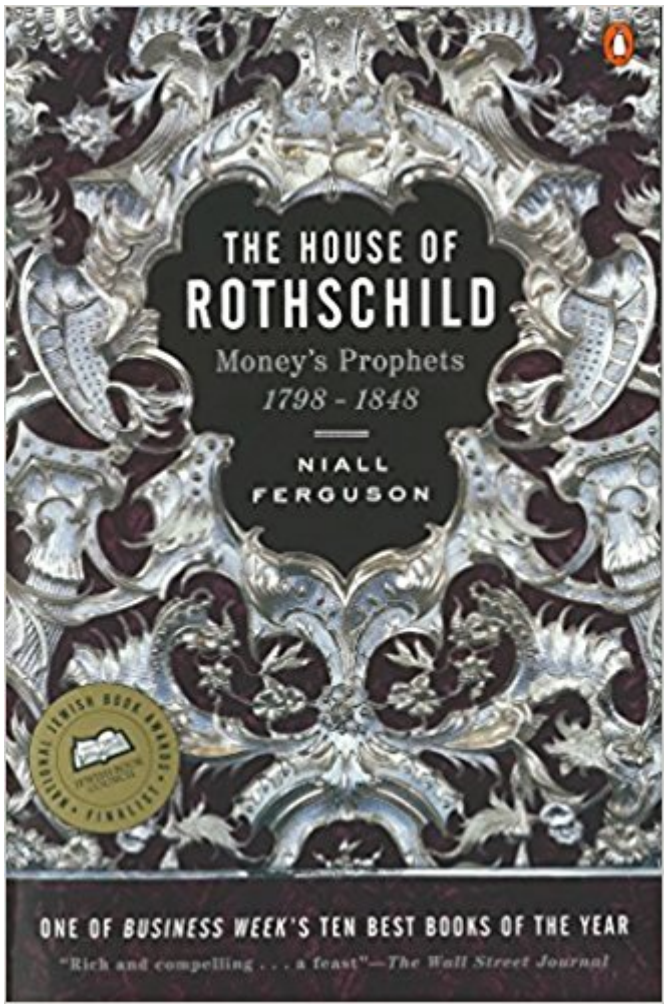
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The House Of Rothschild



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Synopsis

In his rich and nuanced portrait of the remarkable, elusive Rothschild family, Oxford scholar and bestselling author Niall Ferguson uncovers the secrets behind the family's phenomenal economic success. He reveals for the first time the details of the family's vast political network, which gave it access to and influence over many of the greatest statesmen of the age. And he tells a family saga, tracing the importance of unity and the profound role of Judaism in the lives of a dynasty that rose from the confines of the Frankfurt ghetto and later used its influence to assist oppressed Jews throughout Europe. A definitive work of impeccable scholarship with a thoroughly engaging narrative, The House of Rothschild is a biography of the rarest kind, in which mysterious and fascinating historical figures finally spring to life.Niall Ferguson's new bookÃ Â The Square and the Tower: Networks and Power, from the Freemasons to FacebookÃ Â will be published in January 2018.

Book Information

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Customer Reviews

Founded in the late 18th century by expatriate German Jews, the London-based House of Rothschild was within decades the largest banking enterprise in the world. Its principals controlled a vast portion of the industrial world's wealth--more so, Oxford historian Niall Ferguson writes, than any family has since--and as a result enjoyed tremendous political influence in the major capitals of Europe, counting as allies such important figures as Metternich and Wellington. That influence would provoke countless anti-Semitic tracts fulminating against Jewish usury and against the power

of "Eastern potentates" in the empires of England and France. Although the Rothschilds were well aware of their power and not reluctant to use it, they operated fairly, Ferguson notes. For example, whereas lending rates in the textile industry, in which the Rothschilds got their start, were often 20 percent, the fledgling house charged 5 to 9 percent. Through shrewd, complex negotiations they helped promote peace and the beginnings of economic union throughout Europe. Ferguson's sprawling history covers much ground and involves a cast of hundreds of players. At the outset he notes that his book was commissioned by the modern descendants of the House of Rothschild; even so, he approaches his task with careful balance and a critical eye, pointing out the Rothschilds' failings as well as successes. The result is a fine, solid contribution to economic history, one that, unlike so many books in the field, is eminently readable. --Gregory McNamee

Ferguson is not only publishing massive works of history at an astonishing rate; he is publishing well-written and controversial books. The Pity of War (Forecasts, Mar. 8) caused a stir by arguing that Britain bore the brunt of the blame for WWI. The completion of his two-volume history of the Rothschild banking empire begins at a high point of wealth, power and civic involvement, with Benjamin Disraeli a close family friend and Lionel Rothschild playing a leading role in gaining Jews the right to sit in Parliament. The book ends with the post-WWII rebuilding of the Rothschilds into a far-flung "mini-multinational." Drawing on thousands of letters from private Rothschild archives, Ferguson does a masterful job of showing how the Rothschild financial empire interacted with the governments of Europe. His account is peppered with countless refutations of previous interpretations and analyses. Yet the larger historical picture is often blurred as Ferguson furnishes blow-by-blow accounts of, for example, the French Rothschilds' ultimately successful decades-long battle against the Cr?dit Mobilier. Readers will be left wanting more analysis of the larger sea change that consigned the Rothschild style of private banking to its current secondary status. And while he follows the senior partners in Britain and France (other houses, in Naples, Vienna and Frankfurt, either closed or simply receded from Ferguson's view), Ferguson sticks to their public deeds and roles, rarely venturing into the personal or the psychological. Still, this history is teeming with soundly argued expositions on the role of a singularly important family. Illus., charts, tables, appendices. (Nov.) FYI: In November, Penguin will publish The House of Rothschild: Money's Prophets 1798-1848 in paperback. Copyright 1999 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Truly interesting reading about the history of significant western European family who climbed their

way to the top of banking and financial success and fame.

It was extremely interesting and educational. I am impressed by the length of the time that the author has put in writing it. It is very rich and instructive book. I recommend it very hoghly.

Neil Ferguson is one of my favourite writers. A compelling research; unlocked my questions about Rothschild.

The book is priceless. I just love the private information of the Rothchild family. I love it.

As usual with Niall Ferguson we have terrific scholarship and likely the definitive study of the Rothschild dynasty . A fine work that rounds out Volume 1 quite well.

Brilliantly written as all of Ferguson's work. But about half way through I started to feel that I don't need to know more about that family.

The book is wisdom. I love it.

Good book and in very good condition. Just a good read. Thank you once again. Delivery was on time.

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