

Business Adventures John Brooks

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Business Adventures John Brooks

This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging you-are-there look into corporate and financial life in America. About the Author John Brooks (1920-1993) was an award-winning writer best known for his contributions to the New Yorker as a financial journalist.

Business Adventures: Twelve Classic Tales from the World ...

Business Adventures is well written, as John Brooks is able to tell these stories entertainingly by emphasising funny dialogues, and his generally great way with words. Brooks takes a human interest angle and describes the character of key people not just the facts, and thus adds a richness to each 'adventure'.

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From Wall Street to Main Street, John Brooks, longtime contributor to the New Yorker, brings to life in vivid fashion 12 classic and timeless tales of corporate and financial life in America 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?

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John Brooks (1920–1993) was an award-winning writer best known for his contributions to the New Yorker as a financial journalist. He was also the author of ten nonfiction books on business and finance, a number of which were critically acclaimed works examining Wall Street and the corporate world.

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Today, more than two decades after Warren lent it to me—and more than four decades after it was first published— Business Adventures remains the best business book I've ever read. John Brooks is still my favorite business writer. (And Warren, if you're reading this, I still have your copy.)

The best business book I've ever read | Bill Gates

Business Adventures Twelve Classic Tales from the World of Wall Street John Brooks. Contents 1 The Fluctuation THE LITTLE CRASH IN '62 2 The Fate of the Edsel A CAUTIONARY TALE 3 The Federal Income Tax ITS HISTORY AND PECULIARITIES 4 A Reasonable Amount of Time INSIDERS AT TEXAS GULF SULPHUR

Business Adventures: Twelve Classic Tales from the World ...

Business Adventures, by John Brooks, is the best business book I've ever read. Unfortunately, it is not easy to find. The book went out of print in the early 1970s. The original publisher is out of business, and Brooks died in 1993.

Here's a chapter from my favorite business book | Bill Gates

In a field known for bone-dry adjectives, writer Brooks lent his business writing a new panache. In describing Ford's Edsel, for instance, Brooks wrote in his best-known New Yorker essay that the newly engineered vehicle was "clumsy, powerful, dowdy, gauche, well-meaning - a deKooning woman."

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John Brooks (writer) - Wikipedia

Business Adventures by John Brooks is an outstanding book. I read it for no better reason than Bill Gates said that it was his favourite business book. It was a pleasure reading the book.

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Description : Business Adventures (1969) by journalist John Brooks is a collection of 12 nonfiction stories about American business and high finance. Each story explores a different subject, including eccentric leaders and their successes, failures, and legal quandaries. Purchase this in-depth summary to learn more.

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John Brooks' 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.

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His books *Once in Golconda*, *The Go-Go Years*, and *Business Adventures* have endured as classics. Although he is remembered primarily for his writings on financial topics, Brooks published three novels and wrote book reviews for *Harper's Magazine* and the *New York Times Book Review*.

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