



The keys to global business success, as taught by a T-shirt's journey The Travels of a T-Shirt in the Global Economy is acritically-acclaimed narrative that illuminates the globalization debates and reveals the key factors to success in global business. Tracing a T-shirt's life story from a Texas cotton field to a Chinese factory and back to a U.S. storefront before arriving at the used clothing market in Africa, the book uncovers the political and economic forces at work in the global economy. Along the way, this fascinating exploration addresses a wealth of compelling questions about politics, trade, economics, ethics, and the impact of history on today's business landscape. This new printing of this second edition includes a revised preface and a new epilogue with updates through 2014 on the people, industries, and policies related to the T-shirt's life story. Using a simple, everyday T-shirt as a lens through which to explore the business, economic, moral, and political complexities of globalization in a historical context, Traveler encapsulates a number of complex issues into a single identifiable object that will strike a chord with readers as they: Investigate the sources of sustained competitive advantage in different industries Examine the global economic and political forces that explain trade patterns between countries Analyze complex moral issues related to globalization and international business Discover the importance of cultural and human elements in international trade This story of a simple product illuminates the many complex issues which businesspeople, policymakers, and global citizens are touched by every day.

This is the story of free trade in 19th century Britain, its contribution to the development of Britain's democratic culture, and the unravelling of the free trade movement in the wake of the First World War.

A Financial Times and Economist Best Book of the Year exploring world trade from Mesopotamia in 3,000 BC to modern globalization. How did trade evolve to the point where we don't think twice about biting into an apple from the other side of the world? In A Splendid Exchange, William J. Bernstein, bestselling author of The Birth of Plenty, traces the story of global commerce from its prehistoric origins to the myriad controversies surrounding it today. Journey from ancient sailing ships carrying silk from China to Rome in the second century to the rise and fall of the Portuguese monopoly on spices in the sixteenth; from the American trade battles of the early twentieth century to the modern era of televisions from Taiwan, lettuce from Mexico, and T-shirts from China. Bernstein conveys trade and globalization not in political terms, but rather as an ever-evolving historical constant, like war or religion, that will continue to foster the growth of intellectual capital, shrink the world, and propel the trajectory of the human species. "[An] entertaining and greatly enlightening book." —The New York Times "A work of which Adam Smith and Max Weber would have approved." —Foreign Affairs "[Weaves] skillfully between rollicking adventures and scholarship." —Pietra Rivoli, author of The Travels of a T-Shirt in the Global Economy

How Play Made the Modern World

Clashing Over Commerce

History of World Trade in Maps

The Unknown Unknown

How Media Shaped History from the Alphabet to the Internet

Book Trade Catalogues in Early Modern Europe

"Compact and immensely readable . . . a tour de force. Prepare to be amazed." John C. Bogle, Founder and Former CEO, The Vanguard Group Bernstein is widely respected as author of the bestseller, The Intelligent Asset Allocator Identifies and explains the four conditions necessary for human progress

The Great Crash of 1929 profoundly disrupted the United States' confident march toward becoming the world's superpower. The breakneck growth of 1920s America—with its boom in automobiles, electricity, credit lines, radio, and movies—certainly presaged a serious recession by the decade's end, but not a depression. The totality of the collapse shocked the nation, and its duration scarred generations to come. In this lucid and fast-paced account of the cataclysm, award-winning writer Charles R. Morris pulls together the intricate threads of policy, ideology, international hatreds, and sheer individual cantankerousness that finally pushed the world economy over the brink and into a depression. While Morris anchors his narrative in the United States, he also fully investigates the poisonous political atmosphere of postwar Europe to reveal how treacherous the environment of the global economy was. It took heroic financial mismanagement, a glut-induced global collapse in agricultural prices, and a self-inflicted crash in world trade to cause the Great Depression. Deeply researched and vividly told, A Rabble of Dead Money anatomizes history's greatest economic catastrophe—while noting the uncanny echoes for the present.

The World That Trade Created

Money Changes Everything

Contagion

After the Galleons