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“This is a brilliant and hardheaded book. It will frighten those who prefer not to dwell on the unthinkable and infuriate those who have taken refuge in stereotypes and moral attitudinizing.”—Gordon A. Craig, New York Times Book Review

Originally published more than fifty years ago, this landmark book explores the ways in which military capabilities—real or imagined—are used, skillfully or clumsily, as bargaining power.

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Anne-Marie Slaughter's new introduction to the work shows how Schelling's framework—conceived of in a time of superpowers and mutually assured destruction—still applies to our multipolar world, where wars are fought as much online as on the ground.

The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst

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for a heightened interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce. The Encyclopedia of E-Commerce Development, Implementation, and Management is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of

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Things, online gaming, digital products, and mobile services, this multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals. .

Now in a special gift edition, and featuring a brand new foreword by Anthony Gottlieb, this is a dazzlingly unique exploration of the works of significant philosophers throughout the ages and a definitive must-have title that deserves a revered place on every bookshelf.

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During the Early and Middle Ages

None of Your Business

Brand Distinction in the Online Marketplace

Industry and Commerce relieved and increased by means of Free Trade and Direct Taxation ...

Second edition enlarged

Electronic Commerce

Create Distinction

Create Distinction What to Do When "Great" Isn't Good Enough to Grow Your

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Covers Commerce Objective
Questions From Various
Competitive Exams With
Answers.**

**"How to Win Friends and
Influence People" is one of
the first best-selling self-
help books ever published.
It can enable you to make
friends quickly and easily,
help you to win people to
your way of thinking,
increase your influence,
your prestige, your ability to**

get things done, as well as enable you to win new clients, new customers. Twelve Things This Book Will Do For You: Get you out of a mental rut, give you new thoughts, new visions, new ambitions. Enable you to make friends quickly and easily. Increase your popularity. Help you to win people to your way of thinking. Increase your influence, your prestige, your ability to get things done. Enable you to win new clients, new

customers. Increase your earning power. Make you a better salesman, a better executive. Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant. Make you a better speaker, a more entertaining conversationalist. Make the principles of psychology easy for you to apply in your daily contacts. Help you to arouse enthusiasm among your associates.

Dale Carnegie (1888-1955)

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was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today. *Montesquieu's The Spirit of Laws* is one of a handful of classic works of political philosophy deserving a fresh reading every generation. The product of immense

erudition, Montesquieu's treatise has captured since its first printing (1748) the imagination of an impressive array of intellectuals including Rousseau, Voltaire, Beccaria, Madison, Hamilton, Jefferson, Herder, Siey_s, Condorcet, Robespierre, Bentham, Burke, Constant, Hegel, Tocqueville, Emile Durkheim, Raymond Aron, and Hannah Arendt. In what constitutes the only English-language collection of essays ever dedicated to the analysis of Montesquieu's contributions to political

science, the contributors review some of the most vexing controversies that have arisen in the interpretation of Montesquieu's thought. By paying careful attention to the historical, political, and philosophical contexts of Montesquieu's ideas, the contributors provide fresh readings of The Spirit of Laws, clarify the goals and ambitions of its author, and point out the pertinence of his thinking to the problems of our world today. Strategies for Dominating the World's Largest Search

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Engine

Solitary

**The Crash, Captivity and
Comeback of an Ace Fighter
Pilot**

**Encyclopedia of E-Commerce
Development,
Implementation, and
Management**

The Long Tail

**How To Win Friends And
Influence People**

**Words, Contexts and Change
over Time**

*"Fighter pilots tell the
greatest stories and the
great ones tell the best
stories of all..." –PAT*

CONROY, bestselling author

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of The Great Santini and The Death of Santini "This book is not only among the finest war writing ever but, like Viktor Frankl's *Man's Search for Meaning*, *Solitary* sits alongside the most profound reflections on the

resilience and capacity of the human soul." –STEVEN PRESSFIELD, bestselling author of *The Lion's Gate* and *The War of Art* "Solitary is a gutsy story of one man's survival, endurance, and strength of will..."

–LARRY ALEXANDER, bestselling co-author of *A Higher Call* "I anxiously await the day my own sons are old enough to read it."

–RICH COHEN, bestselling

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author of Tough Jews "You will tear through this book..." –RYAN HOLLIDAY, bestselling author of The Obstacle is the Way "It grabs you immediately, and doesn't let go until you're finished." –TUCKER MAX, bestselling author of I Hope They Serve Beer in Hell "A magnificent triumph of the human spirit...I was captivated from the first page to the last." –SEAN PARNELL, bestselling author of Outlaw Platoon Giora Romm was the Israeli Air Force's first fighter ace. As a twenty-two-year-old lieutenant he shot down five MiGs during the Six Day War of 1967. Fourteen months

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later over the Nile Delta, an Egyptian missile exploded beneath the tail of his Mirage IIIC. Within moments Romm found himself hanging by the straps of his parachute, with a broken arm and a leg shattered in a dozen places, looking down from 10,000 feet. Streams of farmers and field workers converged below onto the spot toward which his chute was descending, with the intention, he was certain, of hacking him to death as soon as his feet touched the earth. No other Israeli pilot had survived capture in Egypt or in any other Arab state. Solitary is Romm's story of his

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imprisonment, torture, interrogation, release, and return to service. Solitary is not a "war book." It's not a tale of heroism, though if anyone ever qualified for that distinction, it is this story's author. Solitary is not even, in its deepest parts, about captivity or imprisonment. Solitary is about Romm's inner war. It's the story, in his phrase, "of a fall from a great height," not only literally but metaphorically. Romm could not tell his captors the truth about who he was or what he had done. He had to invent an entire fictional biography and keep

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it straight in his head through months of beatings and interrogations, all the while being held in solitary confinement with his body sheathed from chest to toe in a plaster cast. Solitary is not a grim book. It's full of wry humor, keen self-observations and revelations. An ordeal such as Romm endured is a sojourn in hell, but it is also a passage. Romm fell, and he came back. Solitary is his indelible account of confronting, as few of us ever will, his own fears and limitations, and discovering, ultimately, his capacity to survive and to prevail. —From the

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*Introduction by Steven
Pressfield*

*Analyzes the art of reading
and suggests ways to
approach literary works,
offering techniques for
reading in specific literary
genres ranging from fiction,
poetry, and plays to
scientific and philosophical
works.*

*Evaluates the significant
role being played by
technological advances on
the formation and experience
of modern group dynamics,
citing such examples as
Wikipedia and MySpace to
demonstrate the Internet's
power in bridging
geographical and cultural
gaps. 40,000 first printing.*

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Prompted by the 'linguistic turn' of the late 20th century, intellectual and conceptual historians continue to devote a great deal of attention to the study of concepts in history. This innovative and interdisciplinary volume builds on such scholarship by providing a new history of the term 'economy'. Starting from the Greek idea of the law of the household, Luigi Alonzi traces the different meanings assumed by the word 'economy' during the middle ages and early modern era, highlighting the semantic richness of the word and its uses in various political and cultural

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contexts. Notably, there is a particular focus on the so-called *Oeconomica* literature, tracking the reception of works by Plato, Aristotle, the 'pseudo' Aristotle and Xenophon in the Italian and France Renaissance. This tradition was incredibly influential in civic humanism and in texts devoted to power and command and thus affected later debates on Natural Law and the development of new scientific disciplines in the 17th and 18th centuries. In exploring this, the analysis of the function of translations in the transmission and transformation of meanings

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becomes central. 'Economy' in European History shines much-needed light on an important challenge that many historians repeatedly face: the fact that words can, and do, change over time. It will thus be a vital resource for all scholars of early modern and European economic history.

Economics in One Lesson
Arms and Influence
How to Read a Book
Good Charts
World Data Flows, Electronic Commerce, and the European Privacy Directive
Commerce and Absolutism in Old-regime France
Montesquieu's Science of Politics

From everyday apps to complex algorithms, Ruha Benjamin cuts through tech-industry hype to understand how emerging technologies can reinforce White supremacy and deepen social inequity. Benjamin argues that automation, far from being a sinister story of racist programmers scheming on the dark web, has the potential to hide, speed up, and deepen discrimination while appearing neutral and even benevolent when compared to the racism of a previous era. Presenting the concept of the “New Jim Code,” she shows how a range of discriminatory designs encode inequity by explicitly amplifying racial hierarchies; by ignoring but thereby replicating social divisions; or by

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aiming to fix racial bias but ultimately doing quite the opposite. Moreover, she makes a compelling case for race itself as a kind of technology, designed to stratify and sanctify social injustice in the architecture of everyday life. This illuminating guide provides conceptual tools for decoding tech promises with sociologically informed skepticism. In doing so, it challenges us to question not only the technologies we are sold but also the ones we ourselves manufacture. Visit the book's free Discussion Guide here. What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy:

the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of

obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

With over a million copies sold, Economics in One Lesson is an essential guide to the basics of economic theory. A fundamental influence on modern libertarianism,

Hazlitt defends capitalism and the free market from economic myths that persist to this day. Considered among the leading economic thinkers of the “Austrian School,” which includes Carl Menger, Ludwig von Mises, Friedrich (F.A.) Hayek, and others, Henry Hazlitt (1894-1993), was a libertarian philosopher, an economist, and a journalist. He was the founding vice-president of the Foundation for Economic Education and an early editor of The Freeman magazine, an influential libertarian publication. Hazlitt wrote Economics in One Lesson, his seminal work, in 1946. Concise and instructive, it is also deceptively prescient and far-reaching in its efforts to dissemble economic fallacies that are so prevalent they

have almost become a new orthodoxy. Economic commentators across the political spectrum have credited Hazlitt with foreseeing the collapse of the global economy which occurred more than 50 years after the initial publication of Economics in One Lesson. Hazlitt's focus on non-governmental solutions, strong — and strongly reasoned — anti-deficit position, and general emphasis on free markets, economic liberty of individuals, and the dangers of government intervention make Economics in One Lesson every bit as relevant and valuable today as it has been since publication.

In engaging, story-fille prose, McKain explains the four cornerstones of distinction, ending each chapter with

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a helpful executive summary.

Monthly Summary of Foreign

Commerce of the United States

A Splendid Exchange

Commerce Objective Questions From

Various Competitive Exams With

Answers

Creating Brand Cool

What to Do When "Great" Isn't Good

Enough to Grow Your Business

The Chamber of Commerce Journal

The historic European

Union Directive on Data

Protection will take

effect in October 1998. A

key provision will

prohibit transfer of

personal information from

Europe to other countries

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if they lack "adequate" protection of privacy. If enforced as written, the Directive could create enormous obstacles to commerce between Europe and other countries, such as the United States, that do not have comprehensive privacy statutes. In this book, Peter Swire and Robert Litan provide the first detailed analysis of the sector-by-sector effects of the Directive. They examine such topics as the text of the Directive, the tension between privacy laws and modern information

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technologies, issues affecting a wide range of businesses and other organizations, effects on the financial services sector, and effects on other prominent sectors with large transborder data flows. In light of the many and significant effects of the Directive as written, the book concludes with detailed policy recommendations on how to avoid a coming trade war with Europe. The book will be of interest to the wide range of individuals and organizations affected by

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the important new European privacy laws. More generally, the privacy clash discussed in the book will prove a major precedent for how electronic commerce and world data flows will be governed in the Internet Age.

Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data

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scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In Good

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Charts, dataviz maven
Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making

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visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations

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that powerfully convey ideas.

Speaking Effectively - A shortcut to Distinction is an inspiring effort by Kimbowa Emmanuel, a renowned Ugandan speech instructor and motivational speaker. Out of long experience training public speaking, researching on and interviewing noted speakers, this book has been written. It is a handy guide replete with concrete cases and success stories. The author, having been influenced by Dale Carnegie has based

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the book on the principles of this immortal authority on public speaking. He has developed this simple but powerful guide to anyone who wishes to speak more effectively win with other people. Specifically, as a reader, you will be able to: Master the three cardinal rules to speaking effectively Develop self-confidence and poise Prepare speeches and presentations with ease Identify yourself and harness your distinctiveness Deliver your presentations with diplomacy and tact Mending

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your Purpose with the purpose of your listeners Obtain what you want from people and Achieving high self-worth. This exciting book provides direction on how to apply the principles in business and your profession. It is also rich with examples of men and women who in recent times have used the principles to wholesome effect. The book will help you discover how much you can achieve out of effective speaking. It will provide a shortcut to distinction.

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Compass of Society
rethinks the French route
to a conception of
"commercial society" in
the seventeenth and
eighteenth centuries.
Henry C. Clark finds that
the development of market
liberalism, far from being
a narrow and abstract
ideological episode, was
part of a broad-gauged
attempt to address a
number of perceived
problems generic to Europe
and particular to France
during this period. In the
end, he offers a neo-
Tocquevillian account of a
topic which Tocqueville

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himself notoriously underemphasized, namely the emergence of elements of a modern economy in eighteenth century France and the place this development had in explaining the failure of the Old Regime and the onset of the Revolution. Compass of Society will aid in understanding the conflicted French engagement with liberalism even up to the twenty-first century. Compass of Society Speaking Effectively The Growth of English Industry and Commerce

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**During the Early and
Middle Ages**

**How Trade Shaped the World
The Shortest and Surest
Way to Understand Basic
Economics**

**HPPSC-Himachal Pradesh
Assistant Professor
Commerce Exam E Book**

**The Power of Organizing
Without Organizations**

In this intriguing blend of branding how-to and business memoir, an industry pioneer presents the thought process and tools to create a successful Ecommerce business by developing a distinct emotional attraction to a brand, beyond individual product offerings. Leveraging her 26 years of experience in online marketing and branding, Joan Abraham reveals the thought process

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behind successfully addressing today's marketing challenge: clearly defining the business's brand essence using its owned social media channels to personalize the full character of the brand. Creating Brand Cool addresses the importance of developing a unique state of being that personally resonates with today's consumer. Abraham energizes the creative and strategic thinking for attracting and maintaining brand loyalty when the competition is a click away. Appealing to branding and social media marketing professionals, as well as students in these fields, this book is a primer for building an online community and distinguishing a brand from the competition. It is relevant to all types of business, from small businesses to globally recognized brands.

Argues for an end to the practice of

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criminalizing artists and Internet users who build on the creative works of others and for implementing a collaborative and profitable "hybrid economy" that encourages innovation and protects both creative and ethical needs.

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper

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conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

With intelligence and clarity of observation, the author of *The Death and Life of Great American Cities* addresses the moral values that underpin working life. In *Systems of Survival*, Jane Jacobs identifies two distinct moral syndromes—one governing commerce, the other, politics—and explores what happens when these two syndromes collide. She looks at business fraud and criminal enterprise, government's overextended subsidies to agriculture, and transit police who abuse the system they are supposed to enforce, and asks us to consider instances in which snobbery is

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a virtue and industry a vice. In this work of profound insight and elegance, Jacobs gives us a new way of seeing all our public transactions and encourages us towards the best use of our natural inclinations.

Clothing, Social Distinction and
Ethnicity in Early Modern Iberia
'Economy' in European History
Remix

Here Comes Everybody

Business, the Magazine for Office,
Store and Factory

The Book of Tea

Why the Future of Business Is Selling
Less of More

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

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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

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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*

In this timely book, the author, with his life-long experience of

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international social security, advocates reinstating social insurance by reducing the volume of income redistribution, increasing the transparency of money flows and improving citizen information.

New version available! SEO Made Simple is now in its 4th edition. Visit the SEO Made Simple (fourth edition) page for more information.

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tell-all guide for anyone trying to

reach the highly coveted #1 ranking

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on Google for their Web site or Blog. Learn from a leading Webmaster the specific SEO techniques that deliver top rankings in less than 30 days. Whether you're a search engine optimization expert or new to Web site rankings, the techniques revealed in SEO Made Simple will give you everything you need to dominate the leading search engines. Generate tons of traffic to your website absolutely FREE with top search engine placement on Google, Yahoo! and MSN. SEO Made Simple is the only resource on search engine optimization that you'll ever need.

Written in English by a Japanese scholar in 1906, "The Book of

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Tea" is an elegant attempt to explain the philosophy of the Japanese Tea Ceremony, with its Taoist and Zen Buddhist roots, to a Western audience in clear and simple terms. One of the most widely-read English works about Japan, it had a profound influence on western understanding of East Asian tradition.

Making Art and Commerce Thrive
in the Hybrid Economy

Foreign Commerce Handbook

Pitman's Journal of Commercial
Education

The HBR Guide to Making
Smarter, More Persuasive Data
Visualizations

The Strategic Perspective

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When Companies Ruled the World,
1600--1900

Collectors Edition

In Moors Dressed as Moors, Javier Irigoyen-Garcia draws on a wide range of sources to reveal the currency of Moorish clothing in early modern Iberian society.

This exciting new text from The Dryden Press provides a strategic marketing and managerial perspective of electronic commerce.

The research of the four highly-qualified authors provides the basis for the book, allowing for first-hand experience, varied viewpoints, and relevance.

Commerce meets conquest in this swashbuckling story of the six merchant-adventurers who built the

modern world It was an era when monopoly trading companies were the unofficial agents of European expansion, controlling vast numbers of people and huge tracts of land, and taking on governmental and military functions. They managed their territories as business interests, treating their subjects as employees, customers, or competitors. The leaders of these trading enterprises exercised virtually unaccountable, dictatorial political power over millions of people. The merchant kings of the Age of Heroic Commerce were a rogue's gallery of larger-than-life men who, for a couple hundred years, expanded their far-flung commercial enterprises over a sizable portion of

the world. They include Jan Pieterszoon Coen, the violent and autocratic pioneer of the Dutch East India Company; Peter Stuyvesant, the one-legged governor of the Dutch West India Company, whose narrow-minded approach lost Manhattan to the British; Robert Clive, who rose from company clerk to become head of the British East India Company and one of the wealthiest men in Britain; Alexandr Baranov of the Russian American Company; Cecil Rhodes, founder of De Beers and Rhodesia; and George Simpson, the "Little Emperor" of the Hudson's Bay Company, who was chauffeured about his vast fur domain in a giant canoe, exhorting his voyageurs to paddle harder so he could set speed

records. Merchant Kings looks at the rise and fall of company rule in the centuries before colonialism, when nations belatedly assumed responsibility for their commercial enterprises. A blend of biography, corporate history, and colonial history, this book offers a panoramic, new perspective on the enormous cultural, political, and social legacies, good and bad, of this first period of unfettered globalization.

Back to Essentials

The Ohio Journal of Commerce

The Indigo Book

**The Growth of English Industry and
Commerce: Early and middle ages**

A Shortcut to Distinction

History of Western Philosophy

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**The Classic Guide to Intelligent
Reading**