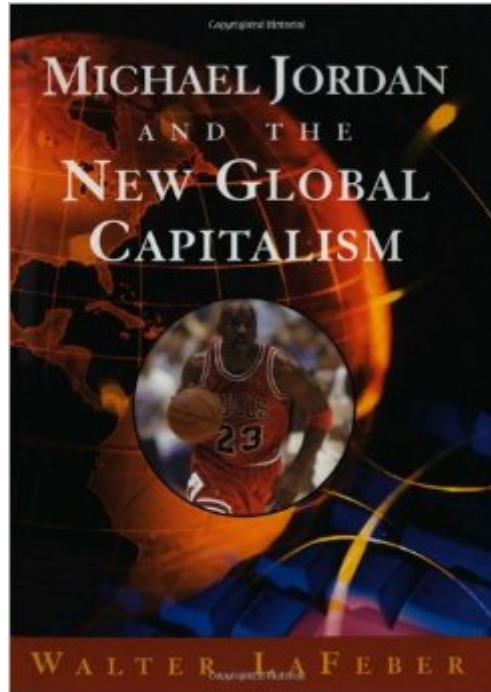


The book was found

Michael Jordan And The New Global Capitalism (New Edition)



Synopsis

Walter LaFeber's timely analysis looks at the ways that triumphant capitalism, coupled with high-tech telecommunications, is conquering the nations of the world, one mind •one pair of feet• at a time. With Michael Jordan and the New Global Capitalism, Walter LaFeber has written a biography, a social history, and a far-ranging economic critique. From basketball prodigy to international phenomenon to seductive commercial ideal, Michael Jordan is the supreme example of how American corporations have used technology in a brave, massively wired new world to sell their products in every corner of the globe. LaFeber's examination of Nike and its particular dominion over the global marketplace is often scathing, while his fascinating mini-biography of Michael Jordan and the commercial history of basketball reveal much about American society. For this new paperback edition, LaFeber has added a chapter on globalization in a changed world, after mass protests and since September 11. "Bold, riveting....Brilliantly illuminates how hyper-US capitalism has spread its financial wings around the globe." •Douglas Brinkley "LaFeber brings an impressive intellect to bear on his subject." •Barbara Rudolph, Chicago Tribune

Book Information

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Customer Reviews

Walter Lafeber, a noted historian, writes about a parallel between the rise of basketball and the rise of what he calls the "New Global Capitalism." The culmination of this new capitalism is personified in the book with Michael Jordan. In his discussion of capitalism, the author brings up some examples that point out some of the disadvantages related to capitalism. While we could argue about whether capitalism is good or bad, the author is careful in not really getting into that argument so much as he

acts as a cultural critic in how America is not only spreading capitalism around the world (seen by most Americans as good), but also spreading American culture around the world (seen by me at least as not so great). In one sense, most of the world is by now seeing the effects of American-style imperialism. The book does talk about how some have welcomed this and others have reacted harshly. I think the way that the author sees imperialism here is that America is imposing its culture on other nations. It may be at least somewhat fair to say that the people choose this fate, but economic theory would show otherwise: in a world of large companies and small companies, if a large company decides to compete directly with a small company, the large company will be the most likely winner because it is able to charge lower prices, etc. The same goes for large American companies imposing their business into other nations. Can French cafes compete with McDonalds? The author also talks about some of Michael Jordan's pitfalls, such as not speaking out against unfair labor practices in Nike factories, or gambling with known criminals. Why did Michael Jordan have such a strong following?

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