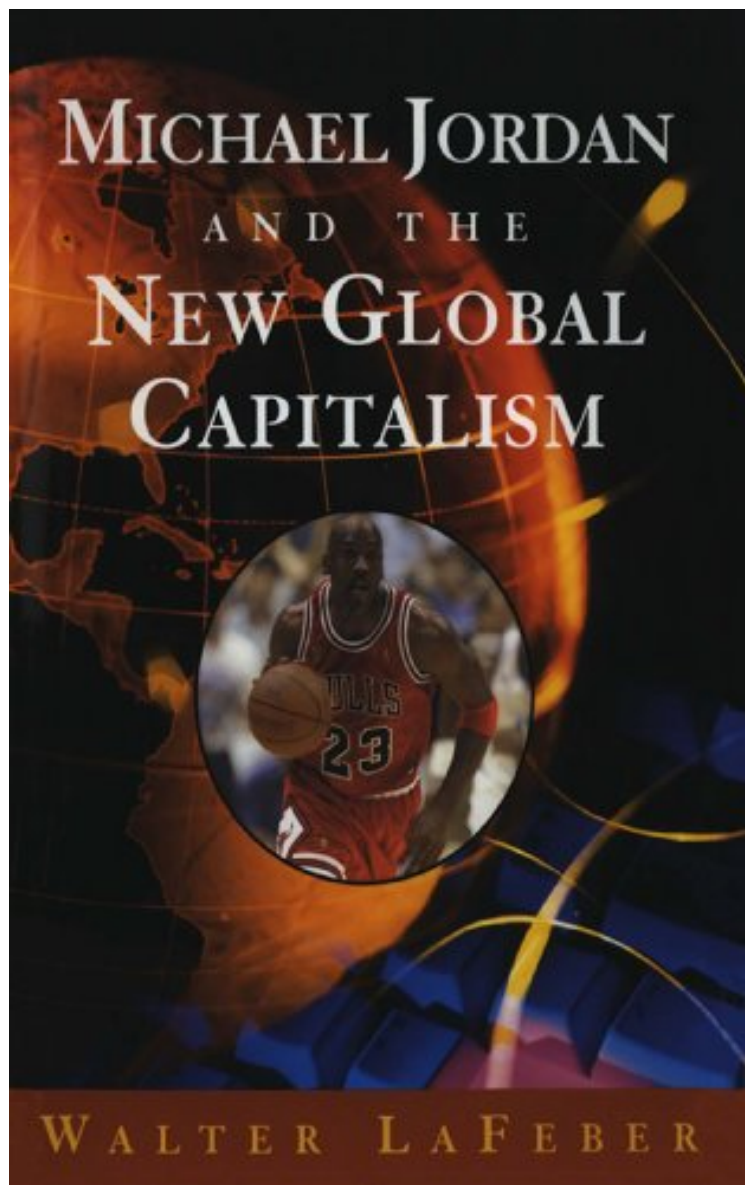


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Michael Jordan and the New Global Capitalism (New Edition)

Walter LaFeber

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Walter LaFeber : Michael Jordan and the New Global Capitalism (New Edition) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Michael Jordan and the New Global Capitalism (New Edition):

0 of 0 people found the following review helpful. Probably could be presented in half the length but the closing segment nicely outlines the implications of the narrative By Customer An eye opening discussion of the modern commercial/cultural world and its implications for all nations. Probably could be presented in half the length but the

closing segment nicely outlines the implications of the narrative. Note: the author was my college advisor.0 of 0 people found the following review helpful. Does not include Chapter 7 in Kindle Edition.By ZergfaceSo this was assigned as one of the textbooks for my Sociology courses, and it turns out the Kindle version does not include the 2002 addition of Chapter 7 which discusses a post 9/11 world.So I'm kinda screwed. This problem needs to be fixed.2 of 2 people found the following review helpful. Great Book!By SARAH KThis is one of my favorite books out there that discusses global capitalism, globalization, and the changing scope of the US' economy. The parts about Michael Jordan's life are tedious to read, but the analogy and comparison made are amazing.

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 minddash;one pair of feetdash;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."mdash;Douglas Brinkley "LaFeber brings an impressive intellect to bear on his subject."mdash;Barbara Rudolph, Chicago Tribune

.com Not everyone embraces the "American Way." But as historian Walter LaFeber demonstrates in this highly original look at the effects of global capitalism, not everyone has a choice. Using powerful communications satellites in the 1980s and, later, unbridled capital, transnational corporations such as McDonald's and Nike and their media-mogul counterparts have infiltrated cultures from Paris to Beijing, understanding perfectly that what the world sees the world buys (in this case, Big Macs and anything plastered with a Nike swoosh). Of course, it helps when hoops legend Michael Jordan--the world's most idolized athlete--is pitching your products. His influence is pervasive: "McDonald's, blaring Michael Jordan's endorsement, operated in 103 nations and fed one percent of the world's population each day. 'Within the East Asian urban environment,' one historian of the firm notes, 'McDonald's fills a niche once occupied by the teahouse, the neighborhood shop, the street-side stall, and the park bench.'" LaFeber transitions smoothly from Michael Jordan biography to socioeconomic commentary, first exploring Jordan as the great American hero, then turning a critical eye on Nike and its shoddy overseas labor practices. Jordan can certainly sell shoes, but at what cost? In the final chapter heading, LaFeber asks whether Michael Jordan is the "Greatest Endorser of the Twentieth Century" or "An Insidious Form of Imperialism." He presents evidence of both, but ultimately The New Global Capitalism becomes less about Jordan's marketing prowess than America's influence over the world's consumer habits, and, subsequently, the havoc that power can wreak. LaFeber's short (164 pages), lucid study gives readers a fresh perspective on the battle between capital and culture. Recommended. --Rob McDonaldFrom Publishers WeeklyWhat could be more awe inspiring than the image of Michael JordanAshaved head shining, tongue wagging, basketball cockedAchanging in the air as he glides in to dunk? Try global communication technology that allows kids in the Canary Islands to watch NBA games in real time and use the Internet to order Nike shoes so they can be like Mike. In assessing the recently retired star's ascent from basketball phenom to international marketing phenomenon, LaFeber (The Clash, etc.) views Jordan as the harbinger of a new kind of capitalism fueled by information-age media. It's a world in which American transnational companies like Nike have learned to establish brand consciousness with worldwide social and economic impact. Jordan's career corresponded with and was fueled by the emergence of CNN, the Internet and aggressive worldwide marketing. To put Jordan in context, LaFeber links the history of basketball with America's century of economic dominance and writes entertainingly about the development of the sport into a multi-billion-dollar business with licensing spinoffs. He also asks tough questions about Jordan's responsibility as a public figure ("politically neutered," in Arthur Ashe's phrase) and his muted, awkward reaction to Nike's much criticized labor practices in developing countries. Readers who thought that some necessary cultural criticism was missing from David Halberstam's *Playing for Keeps* (Forecasts, Jan. 18) will find that LaFeber, a Cornell historian, has written the chapter Halberstam neglected and has expanded it into a thought-provoking reflection on the relationship between Jordan and globalization. (Aug.) Copyright 1999 Reed Business Information, Inc.From Library JournalThis marvelously original cultural history by eminent historian LaFeber (history, Cornell; *The Clash: A History of U.S.-Japan Relations*) uses the development and growth of basketball to examine a broad range of issues, including globalization and the changing role of transnational corporations; the impact of Michael Jordan as a global media star and the American dominance of global media; the nature of U.S. power in the post-Cold War era; and the probable consequences of American cultural imperialism at home and abroad. Along the way, he eloquently describes both the North Carolina legacy of Michael Jordan and the impact of David Stearn as National Basketball Association

commissioner, examining how their links to transnational entities such as Nike have blown apart governmental regulations and traversed geographical boundaries on the feet of millions. A tightly written treatise on what is wrong in the world today that should find avid readers in both public and academic libraries.-ANorman B. Hutcherson, Beale Memorial Lib., Bakersfield, CA Copyright 1999 Reed Business Information, Inc.