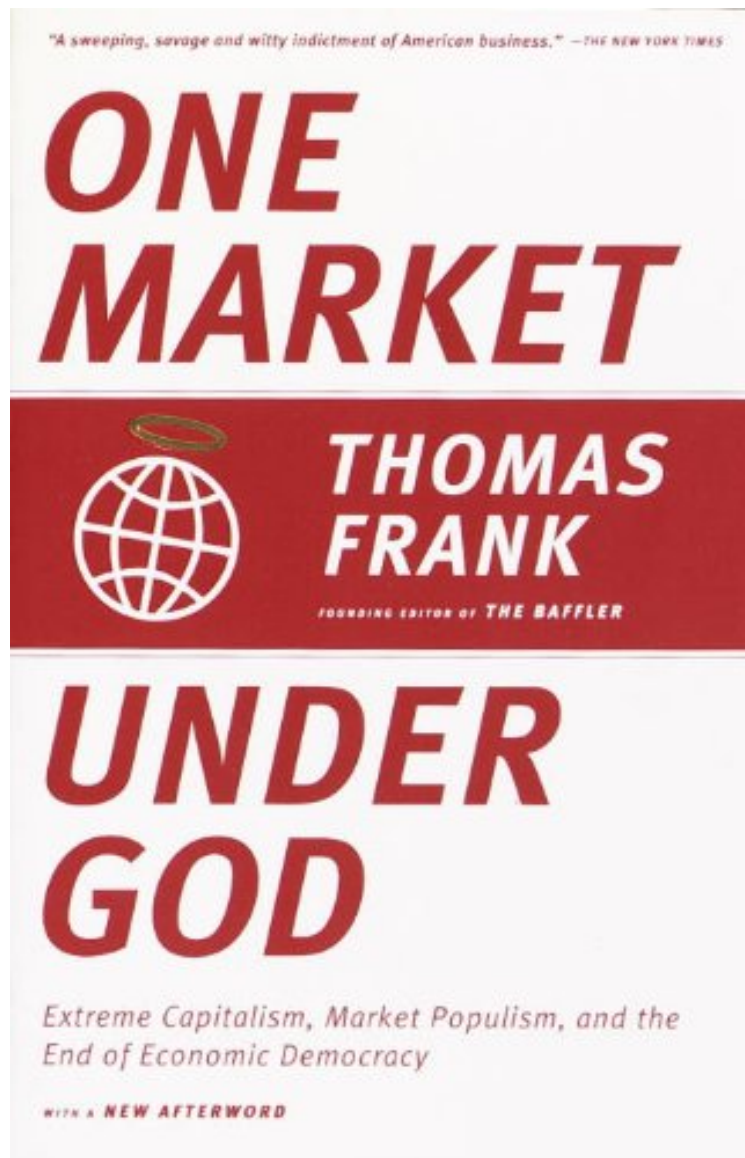


(Mobile book) One Market Under God: Extreme Capitalism, Market Populism, and the End of Economic Democracy

# One Market Under God: Extreme Capitalism, Market Populism, and the End of Economic Democracy

Thomas Frank

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**Thomas Frank : One Market Under God: Extreme Capitalism, Market Populism, and the End of Economic Democracy** before purchasing it in order to gage whether or not it would be worth my time, and all praised One Market Under God: Extreme Capitalism, Market Populism, and the End of Economic Democracy:

2 of 2 people found the following review helpful. Five StarsBy rzrbksThomas Frank tells the truth about the RW

Garbage who are ruining our country --- including the Orange Illiterate. 1 of 1 people found the following review helpful. You might be disappointed By CustomerFans of Thomas Frank might be disappointed with this book, the precursor to *Kansas*. *One Market* is smart, detailed and there is no shortage of Frank's wit and insight but the book is also a long, slow and tedious accounting of who said what and when. I gave up by chapter three. 11 of 13 people found the following review helpful. Vox Populi for Billionaires By David Swan There is a new conventional wisdom being constructed in the last few decades that we have finally reached the culmination of economic theory and all that's left is to tune the machine. The ultimate realization of western perfection is pure free market Capitalism. The villains of the scenario are unions, intellectuals, environmentalists and government regulators who gum up the wheels of progress. Fueling the market engine is relentless optimism and there are few superlatives too vicious to be cast on those who express doubt. CEO's are hard working heroes moving the engine while blue collar workers are parasites sucking away needed capital. As George Lakoff would say this is the construction of a Frame, attempting to move from concept to common knowledge. Frames are powerful indeed and most people if given a choice between retaining a Frame or accepting new contrary evidence will keep the Frame and throw out the evidence. Leaving no doubt about his opinion on the matter Thomas Frank declares, "the New Economy is a fraud". It's a Vox Populi where billionaires are victimized by 'elitist' union workers and the crime de jour is political correctness. A lot has happened since 'One Market, Under God' was published including that little market correction in 2000. Thanks to bad timing Thomas Frank's book sets up the joke but misses out on the punch line when all those hip gen-X investors watched their brand new fortunes go up in smoke. However, the book is timely enough to point out that during the heyday of the bull market real wages went down, jobs became less secure and downsizing became fashionable for CEO's who want a quick stock pop. It also seems clear that a system that can be done in by mere pessimism is built on a very shaky foundation. There is a 'New Afterword' chapter that gives Thomas Frank a chance to offer up some post 2000 commentary. In the end it became painfully clear that companies, auditors and analysts were all working against the best interest of the small investor. The market was to be the new means for wealth redistribution as everyone had access to the market money tree but when the chips were cashed in the wealth disparity in America grew beyond anything seen in the last 70 years. "One Market, Under God" chronicles just about every pro-business, pro-globalization propaganda ad released in the 90's as well as the endless stream of articles in business magazines praising the new paradigm. Mr. Franks takes a critical look at the often silly, bordering on pseudoscientific, marketing theories that were being expounded. Unfortunately the book sometimes degenerates into one long sarcastic sneer aimed at all things business. There are no heroes of the book just manipulators, fools and greedy CEO's. Thomas Frank's later book, 'What's the Matter with Kansas' was one of the best social commentaries I've ever read so I felt a bit disappointed with this one. Still, it's a fascinating look at how society can be manipulated and swept up into a frenzy of greed to the point where we give up our own self interests.

In a book that has been raising hackles far and wide, the social critic Thomas Frank skewers one of the most sacred cows of the go-go '90s: the idea that the new free-market economy is good for everyone. Frank's target is "market populism"--the widely held belief that markets are a more democratic form of organization than democratically elected governments. Refuting the idea that billionaire CEOs are looking out for the interests of the little guy, he argues that "the great euphoria of the late nineties was never as much about the return of good times as it was the giddy triumph of one America over another." Frank is a latter-day Mencken, as readers of his journal *The Baffler* and his book *The Conquest of Cool* know. With incisive analysis, passionate advocacy, and razor-sharp wit, he asks where we're headed--and whether we're going to like it when we get there. From the Trade Paperback edition.

.com After nearly a decade of bull markets, Americans have come to equate free markets with democracy. Never one for mincing words, social critic Thomas Frank, editor of *The Baffler* and author of *The Conquest of Cool*, challenges this myth. With his acerbic wit and contempt for sophistry, he declares the New Economy a fraud. Frank scours business literature, management theory, and marketing and advertising to expose the elaborate fantasies that have inoculated business against opposition. This public relations campaign joins an almost mystical belief in markets, a contempt for government in any form, and an "ecstatic" confusion of markets with democracy. Frank traces the roots of this movement from the 1920s, and sees its culmination in market populism as a fusion of the rebellious '60s with the greedy '80s. The overarching irony is the swapping of roles--suddenly Wall Street is no longer full of stodgy moneygrubbers, but cool entrepreneurs "leaping on their trampolines, typing out a few last lines on the laptop before paragliding, riding their bicycles to work, listening to Steppenwolf while they traded." Meanwhile, "Americans traded their long tradition of electoral democracy for the democracy of the supermarket, where all brands are created equal and endowed by their creators with all sorts of extremeness and diversity." Frank's close reading of the salesmen of market populism nails such financial gurus as George Gilder, Joseph Nocera, Kevin Kelly, and Thomas Friedman. Their writings, he contends, have served to make "the world safe for billionaires" by winning the cultural and political battle--legitimizing the corporate culture and its demands for privatization, deregulation, and non-interference. Frank's incisive prose verges on brilliant at times, though his yen for repetition can be exasperating. In either case, his

boisterous reminder that markets are fundamentally not democracies is worth repeating as the level of wealth polarization in America reaches heights not seen since the 1920s. --Lesley Reed  
From Publishers Weekly  
An incisive and incendiary survey of today's cultural, political and economic landscape, social critic Frank's latest salvo concludes, that the New Economy is a fraud, management literature and theory are nothing but self-serving forms of public relations, and that, despite its self-congratulatory commercials, business is not cool. During the recent economic boom, he argues, our nation's hallowed tradition of political populism has morphed into market populism, a reverence for financial success in the marketplace as the ultimate authority of all that is good and true. Frank, founding editor of the Baffler magazine and author of *The Conquest of Cool*, thinks he knows who is to blame and he names names. The list is long and makes irresistible reading. Distilling vast research into highly readable volleys, he backs up his rage against the received orthodoxies of the New Economy, globalization and free markets with hard facts. He shows the resemblance between the banking crisis of the 1930s and present banking practices and demonstrates that income inequality is on the rise with the richest 10% controlling over 70% of the nation's wealth. Heaping contempt on those he views as old-fashioned hucksters turned out in hipsters' clothing, he nominates such self-proclaimed pundits as George Gilder, the Motley Fools, best-selling author Spencer Johnson and the Body Shop's Anita Roddick to his personal Hall of Shame. A fierce and informed advocate for core American political values, Frank offers a critique of the way business has taken over American society that is especially resonant in this election year. (Nov. 1) Copyright 2000 Reed Business Information, Inc.  
From Booklist  
Frank is the author of *The Conquest of Cool* (1997), a critical look at "counterculture" and the evolution of "hip consumerism." He also edits the Baffler, a Chicago-based quarterly that proclaims itself "the journal that blunts the cutting edge." Frank considers how it came to be that business can now present itself as "merely a more perfect version of democracy" and how that presumption came to be almost universally accepted. Frank charges there are many who bear responsibility for promulgating and perpetuating what he sees as a ruse. He finds culprits among the writers of management literature, in advertising, in academia's cultural-studies programs, and in the press. He cites as bogus the arguments in support of free trade and the notion that we are all better off because we all now have stock portfolios. In his encyclopedic survey of the current economic, social, and cultural landscape, Frank sees targets everywhere--Tom Peters, Peter Lynch, George Gilder, the Beardstown Ladies, and even Charles Kuralt! Despite the righteous posturing, Frank's juicy cynicism is often a delight. David Rouse  
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