

## ***The Associates Four Capitalists Who Created California Enterprise***

***An expert on ethical leadership analyzes the complicated history of business people who tried to marry the pursuit of profits with virtuous organizational practices—from British industrialist Robert Owen to American retailer John Cash Penney and jeans maker Levi Strauss to such modern-day entrepreneurs Anita Roddick and Tom Chappell. Today's business leaders are increasingly pressured by citizens, consumers, and government officials to address urgent social and environmental issues. Although some corporate executives remain deaf to such calls, over the last two centuries, a handful of business leaders in America and Britain have attempted to create business organizations that were both profitable and socially responsible. In *The Enlightened Capitalists*, James O'Toole tells the largely forgotten stories of men and women who adopted forward-thinking business practices designed to serve the needs of their employees, customers, communities, and the natural environment. They wanted to prove that executives didn't have to make trade-offs between profit and virtue. Combining a wealth of research and vivid storytelling, O'Toole brings life to historical figures like William Lever, the inventor of bar soap who created the most profitable company in Britain and used his***

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*money to greatly improve the lives of his workers and their families. Eventually, he lost control of the company to creditors who promptly terminated the enlightened practices he had initiated—the fate of many idealistic capitalists. As a new generation attempts to address social problems through enlightened organizational leadership, O'Toole explores a major question being posed today in Britain and America: Are virtuous corporate practices compatible with shareholder capitalism? The rags-to-riches story of Silicon Valley's original disruptor. American Disruptor is the untold story of Leland Stanford - from his birth in a backwoods bar to the founding of the world-class university that became and remains the nucleus of Silicon Valley. The life of this robber baron, politician, and historic influencer is the astonishing tale of how one supremely ambitious man became this country's original "disruptor" - reshaping industry and engineering one of the greatest raids on the public treasury for America's transcontinental railroad, all while living more opulently than maharajas, kings, and emperors. It is also the saga of how Stanford, once a serial failure, overcame all obstacles to become one of America's most powerful and wealthiest men, using his high elective office to enrich himself before losing the one thing that mattered most to him--his only child and son. Scandal and intrigue would follow Stanford through his life, and even after his death, when his*

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*widow was murdered in a Honolulu hotel--a crime quickly covered up by the almost stillborn university she had saved. Richly detailed and deeply researched, American Disruptor restores Leland Stanford's rightful place as a revolutionary force and architect of modern America.*

*A startling true crime drama retraces the steps of Oscar Hartzell, the nation's most successful con artist, who swindled thousands of people during the 1920s and 1930s with an amazing series of get-rich-quick schemes and scams until his conviction in 1933. By the author of The Cloud Sketcher and The Blue Suit.*

*Thomas C. Patterson's large-scale history of the Inland Empire of Southern California traces the social, political and economic changes in this region from the first Native American settlement 12,000 years ago to the present. Framing his discussion of this region in the general growth trajectory of California's socio-economic history, he is able to connect landscape, resources, wealth, labor, and inequality using a Marxian framework for many key periods of the region's history. In moving between large scale historical changes, regional adaptations and resistance to those changes, and a framework that places those responses in theoretical context, Patterson's work allows the reader to see how inland Southern California developed into the warehouse empire of the 21st century and its prospects*

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*for the future.*

*Maneuvering and Manipulation, Past and Present*

*Accounting Fraud, Second Edition*

*A History*

*Crime and the Rise of Modern America*

*The Untold Story of the Railroad War That Made the West*

*An American Story*

*A Memoir of Crime*

*"A first-rate look at the little-known story behind the creation of America's first continental railroad...Entertaining and well written." —Publishers Weekly One hundred forty years ago, four shopkeepers in Sacramento, California, rose to become the force behind the American transcontinental railroad, achieving along the way wealth beyond measure. To build influence and maintain power, they lied, bribed, and, when necessary, arranged for obstacles, both human and legal, to disappear. Their names were Collis Huntington, Leland Stanford, Charles Crocker, and Mark Hopkins, and they were known as "The Big Four" or "The Associates." Their drive for money—nothing more, nothing less—was epic. Their legacy is a university, public gardens, museums, mansions, banks, and libraries—and to a large degree, California itself. A captivating chronicle of a crucial period in American urban expansion, *The Associates* is a true-to-*

***life tale of ruthless ambition, staggering greed, and the making of a nation.***

***An "insightful" (Publishers Weekly) history of the development of American capitalism and the men who made it great. Most Americans are familiar with the political history of the United States, but there is another history woven all through it, a largely forgotten history—the story of the money men. Acclaimed historian H. W. Brands brings them back to life: J. P. Morgan, who stabilized a foundering U.S. Treasury in 1907; Alexander Hamilton, who founded the first national bank, and Nicholas Biddle, under whose directorship it failed; Jay Cooke, who helped to finance the Union war effort through his then-innovative strategy of selling bonds to ordinary Americans; and Jay Gould, who tried to corner the market on gold in 1869 and as a result brought about Black Friday and fled for his life.***

***Explore the forgotten history of early California from the viewpoint of the working poor, blacks, immigrants, and other disenfranchised groups who rebelled against rulers.***

***A careful reconstruction of the rise of textile capitalism in the Quaker City.***

***We the Corporations: How American Businesses Won Their Civil Rights***

***Moon Sacramento & the Gold Country  
California***

***An Encyclopedia***

***A History from 1865-1941***

***The Scandalous Life of Leland Stanford***

***The Coming Boom In Regenerative  
Capitalism***

The lush, sun-drenched vineyards of California evoke a romantic, agrarian image of winemaking, though in reality the industry reflects American agribusiness at its most successful. Nonetheless, as author Erica Hannickel shows, this fantasy is deeply rooted in the history of grape cultivation in America. *Empire of Vines* traces the development of wine culture as grape growing expanded from New York to the Midwest before gaining ascendancy in California—a progression that illustrates viticulture's centrality to the nineteenth-century American projects of national expansion and the formation of a national culture. *Empire of Vines* details the ways would-be gentleman farmers, ambitious speculators, horticulturalists, and writers of all kinds deployed the animating myths of American wine culture, including the classical myth of Bacchus, the cult of terroir, and the fantasy of pastoral republicanism. Promoted by figures as varied as horticulturalist Andrew Jackson Downing, novelist Charles Chesnut, railroad baron Leland Stanford, and Cincinnati land speculator Nicholas Longworth (known as the father of American wine), these myths

**naturalized claims to land for grape cultivation and legitimated national expansion. Vineyards were simultaneously lush and controlled, bearing fruit at once culturally refined and naturally robust, laying claim to both earthy authenticity and social pedigree. The history of wine culture thus reveals nineteenth-century Americans' fascination with the relationship between nature and culture.**

**Frank Norris is a seminal figure in the history of American literary naturalism despite the brevity of his career. Frank Norris and American Naturalism brings together in one volume Donald Pizer's lifelong exploration of the naturalist's work, ranging from his 1955 discussion of point of view in *The Octopus* to his 2010 essay on the thematic unity of that novel. The essays in *Frank Norris and American Naturalism* as a whole seek to demonstrate both the coherence of Norris's thought and his contribution toward the establishment of a specific form of naturalism in America. The collection's principal focus is Norris's most enduring works, the novels *McTeague* and *The Octopus*, though his other fiction and literary criticism are also discussed.**

**Scandals relating to manipulation and fraud have dominated much of the history of business and the accounting profession in America since the founding. Crooks, corruption, scandals and panics have been regular features of the business landscape ever since, with regulations and the expansion of financial disclosure, auditing, and regulatory agencies following**

major debacles. The importance of this topic is demonstrated by the major accounting and finance scandals of the 21st century, some of the most destructive in our history, including Enron and the multi-trillion dollar real estate crises. This pair of scandals has an extensive number of companions (if less severe and not as well known). The types of violations, causes, and results are equally valid and continue to be of concern today. This short book reveals the signs that suggest financial corruption in organizations and proposes remedies to contain it and prevent its recurrence. It can be used as a supplementary source in introductory financial accounting courses (elementary and intermediate), accounting- and finance-related MBA courses, and business history; or it can be used as part of forensic accounting and fraud detection for continuing education. In addition, it can be useful for accounting and finance professionals wanting exposure to financial disclosure issues and other accounting risks, along with executives looking to expand their knowledge of accounting fraud and risk areas. Between 1800 and 1920, an extraordinary cast of bold innovators and entrepreneurs—individuals such as Cyrus McCormick, Brigham Young, Henry Wells and James Fargo, Fred Harvey, Levi Strauss, Adolph Coors, J. P. Morgan, and Buffalo Bill Cody—helped lay the groundwork for what we now call the American West. They were people of imagination and courage, adept at maneuvering the rapids of change, alert to



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**opportunity, persistent in their missions. They had big ideas they were not afraid to test. They stitched the country together with the first transcontinental railroad, invented the Model A and built the roads it traveled on, raised cities and supplied them with water and electricity, established banks for immigrant populations, entertained the world with film and showmanship, and created a new form of western hospitality for early travelers. Not all were ideal role models. Most, however, once they had made their fortunes, shared them in the form of cultural institutions, charities, libraries, parks, and other amenities that continue to enrich lives in the West today. Out Where the West Begins profiles some fifty of these individuals, tracing the arcs of their lives, exploring their backgrounds and motivations, identifying their contributions, and analyzing the strategies they developed to succeed in their chosen fields.**

**The Age of Surveillance Capitalism**

**The Great American Railroad War**

**Green Swans**

**Associates**

**The Textile Manufacture at Philadelphia,  
1800-1885**

**Encyclopedia of Populism in America: A  
Historical Encyclopedia [2 volumes]**

*From the mid-seventeenth century to the 1830s, successful gentry capitalists created an extensive business empire centered on slavery in the West Indies, but inter-linked with North America, Africa, and Europe. S. D. Smith examines the*

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*formation of this British Atlantic World from the perspective of Yorkshire aristocratic families who invested in the West Indies. At the heart of the book lies a case study of the plantation-owning Lascelles and the commercial and cultural network they created with their associates. The Lascelles exhibited high levels of business innovation and were accomplished risk-takers, overcoming daunting obstacles to make fortunes out of the New World. Dr Smith shows how the family raised themselves first to super-merchant status and then to aristocratic pre-eminence. He also explores the tragic consequences for enslaved Africans with chapters devoted to the slave populations and interracial relations. This widely researched book sheds new light on the networks and the culture of imperialism.*

*The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented*

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*form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.*

*AssociatesFour Capitalists Who Created CaliforniaNational Geographic Books*

*From the first human settlements to the latest marine explorations, The Golden Shore tells the tale of the history, culture, and changing nature of California's coasts and ocean. David Helvarg takes the reader on both a geographic and literary journey along the state's 1,100-mile Pacific coastline, from the Oregon border to the San Diego–Tijuana international border fence and out into its whale-, seal-, and shark-rich offshore seamounts, rock isles, and kelp forests. Part history, part travelogue, part love letter, The Golden Shore captures the spirit of the California coast and its mythic place in American culture.*

*From the River to the Sea*

*Profiles, Visions, and Strategies of Early Western Business Leaders*

*The Golden Shore*

*The Fight for a Human Future at the New Frontier of Power*

*Reading Lists for Every Taste*

*Accounting Fraud*

*Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good*

*New York Times Bestseller Iconoclastic entrepreneur and New York legend Ken Langone*

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tells the compelling story of how a poor boy from Long Island became one of America's most successful businessmen. Ken Langone has seen it all on his way to a net worth beyond his wildest dreams. A pillar of corporate America for decades, he's a co-founder of Home Depot, a former director of the New York Stock Exchange, and a world-class philanthropist (including \$200 million for NYU's Langone Health). In this memoir he finally tells the story of his unlikely rise and controversial career. It's also a passionate defense of the American Dream -- of preserving a country in which any hungry kid can reach the maximum potential of his or her talents and work ethic. In a series of fascinating stories, Langone shows how he struggled to get an education, break into Wall Street, and scramble for an MBA at night while competing with privileged competitors by day. He shares how he learned how to evaluate what a business is worth and apply his street smarts to 8-figure and 9-figure deals . And he's not shy about discussing, for the first time, his epic legal and PR battle with former NY Governor Eliot Spitzer. His ultimate theme is that free enterprise is the key to giving everyone a leg up. As he writes: This book is my love song to capitalism. Capitalism works! And I'm living proof -- it works for everybody. Absolutely anybody is entitled to dream big, and absolutely everybody should dream big. I did. Show me where the silver spoon was in my mouth. I've got to argue profoundly and

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passionately: I'm the American Dream.

How two of America's greatest authors took on the Central Railroad monopoly The notorious Central Pacific Railroad riveted the attention of two great American writers: Ambrose Bierce and Frank Norris. In *The Great American Railroad War*, Dennis Drabelle tells a classic story of corporate greed vs. the power of the pen. The Central Pacific Railroad accepted US Government loans; but, when the loans fell due, the last surviving founder of the railroad avoided repayment. Bierce, at the behest of his boss William Randolph Hearst, swung into action writing over sixty stinging articles that became a signal achievement in American journalism. Later, Norris focused the first volume of his trilogy, *The Octopus*, on the freight cars of a thinly disguised version of the Central Pacific. *The Great American Railroad War* is a lively chapter of US history pitting two of America's greatest writers against one of America's most powerful corporations. "Readers with interests in western American history or the origins of today ' s political quagmires will find much to relish. " - Publishers Weekly

Since the first edition of the *Encyclopedia of White Collar and Corporate Crime* was produced in 2004, the number and severity of these crimes have risen to the level of calamity, so much so that many experts attribute the near-Depression of 2008 to white-collar malfeasance, namely crimes of greed and excess by bankers and financial institutions.

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Whether the perpetrators were prosecuted or not, white-collar and corporate crime came near to collapsing the U.S. economy. In the 7 years since the first edition was produced we have also seen the largest Ponzi scheme in history (Maddoff), an ecological disaster caused by British Petroleum and its subcontractors (Gulf Oil Spill), and U.S. Defense Department contractors operating like vigilantes in Iraq (Blackwater). White-collar criminals have been busy, and the Second Edition of this encyclopedia captures what has been going on in the news and behind the scenes with new articles and updates to past articles.

The eighth edition of *California: A History* covers the entire scope of the history of the Golden State, from before first contact with Europeans through the present; an accessible and compelling narrative that comprises the stories of the many diverse peoples who have called, and currently do call, California home. Explores the latest developments relating to California's immigration, energy, environment, and transportation concerns Features concise chapters and a narrative approach along with numerous maps, photographs, and new graphic features to facilitate student comprehension Offers illuminating insights into the significant events and people that shaped the lengthy and complex history of a state that has become synonymous with the American dream Includes discussion of recent – and uniquely Californian – social trends connecting Hollywood, social media, and Silicon Valley – and

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most recently "Silicon Beach"

The Fabulous True Story of the World's Greatest Confidence Artist

Historical Political Economy of Southern California ' s Inland Empire

The Inventor and the Tycoon Empire of Vines

The Associates: Four Capitalists Who Created California (Enterprise)

RESTORED TO LIFE

The Money Men: Capitalism, Democracy, and the Hundred Years' War Over the American Dollar (Enterprise)

"Riveting...A great read, full of colorful characters and outrageous confrontations back when the west was still wild." —George R.R. Martin A propulsive and panoramic history of one of the most dramatic stories never told—the greatest railroad war of all time, fought by the daring leaders of the Santa Fe and the Rio Grande to seize, control, and create the American West. It is difficult to imagine now, but for all its gorgeous scenery, the American West might have been barren tundra as far as most Americans knew well into the 19th century. While the West was advertised as a paradise on earth to citizens in the East and Midwest, many believed the journey too hazardous to be worthwhile—until 1869, when the first transcontinental railroad changed the face of transportation. Railroad companies soon became the rulers of western expansion, choosing routes, creating brand-new railroad towns, and building up remote settlements like Santa Fe, Albuquerque, San Diego, and

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El Paso into proper cities. But thinning federal grants left the routes incomplete, an opportunity that two brash new railroad men, armed with private investments and determination to build an empire across the Southwest clear to the Pacific, soon seized, leading to the greatest railroad war in American history. In *From the River to the Sea*, bestselling author John Sedgwick recounts, in vivid and thrilling detail, the decade-long fight between General William J. Palmer, the Civil War hero leading the “little family” of his Rio Grande, and William Barstow Strong, the hard-nosed manager of the corporate-minded Santa Fe. What begins as an accidental rivalry when the two lines cross in Colorado soon evolves into an all-out battle as each man tries to outdo the other—claiming exclusive routes through mountains, narrow passes, and the richest silver mines in the world; enlisting private armies to protect their land and lawyers to find loopholes; dispatching spies to gain information; and even using the power of the press and incurring the wrath of the God-like Robber Baron Jay Gould—to emerge victorious. By the end of the century, one man will fade into anonymity and disgrace. The other will achieve unparalleled success—and in the process, transform a sleepy backwater of thirty thousand called “Los Angeles” into a booming metropolis that will forever change the United States. Filled with colorful characters and high drama, told at the speed of a locomotive, *From the River to the Sea* is an unforgettable piece of American history “that seems to demand a big-screen treatment” (*The New Yorker*).

Accounts of Irish racialization in the United States have



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tended to stress Irish difference. *Famine Irish and the American Racial State* takes a different stance. This interdisciplinary, transnational work uses an array of cultural artifacts, including novels, plays, songs, cartoons, government reports, laws, sermons, memoirs, and how-to manuals, to make its case. It challenges the claim that the Irish "became white" in the United States, showing that the claim fails to take into full account the legal position of the Irish in the nineteenth-century US state – a state that deemed the Irish "white" upon arrival. The Irish thus not only fitted into the US racial state; they helped to form it. Till now, little heed has been paid to the state's role in the Americanization of the Irish or to the Irish role in the development of US state institutions. Distinguishing American citizenship from American nationality, this volume journeys to California to analyze the means by which the Irish gained acceptance in both categories, at the expense of the Chinese. Along the way, it contests ideas that have taken hold within American studies. One is the notion that the Roman Catholic Church operated outside of the power structure of the nineteenth-century United States. On the contrary, *Famine Irish and the American Racial State* argues, the Irish-led corporate Catholic Church became deeply imbricated in US state structures. Its final chapter discusses a radical, transnational, Irish tradition that offers a glimpse at a postnational future.

This comprehensive two-volume encyclopedia documents how Populism, which grew out of post-Civil War agrarian discontent, was the apex of populist impulses in American culture from colonial times to the

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present. • Provides an introductory essay that announces key events, themes, people, and ideas, appropriate for students, researchers, and general readers • Includes more than 200 entries and dozens of images and maps, making this two-volume work a comprehensive resource for high school and undergraduate researchers • Explains how the 19th-century agrarian movement diverged into different Populist movements in the United States and explores the various meanings, icons, and forms of the Populist undercurrent in modern-day American culture

A kaleidoscopic tribute to San Francisco by a life-long Bay Area resident and co-founder of Salon explores specific city sites including the Golden Gate Bridge and the Land's End sea cliffs while tying his visits to key historical events. By the author of *Shadow Knights*. 30,000 first printing.

I Love Capitalism!

A People's History of Early California, 1769-1901

Proprietary Capitalism

Inside the Minds

How Ambrose Bierce and Frank Norris Took On the Notorious Central Pacific Railroad

American Disruptor

Accounting History and the Rise of Civilization

Make history come alive! This book helps librarians and teachers as well as readers themselves find books they will enjoy—titles that will animate and explain the past, entertain, and expand their minds. This invaluable resource offers reading lists of contemporary and classic non-fiction history books and historical fiction, covering all time periods

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throughout the world, and including practically all manner of human endeavors. Every book included is hand-selected as an entertaining and enlightening read! Organized by appeal characteristics, this book will help readers zero in on the history books they will like best—for instance, titles that emphasize character, tell a specific type of historical story, convey a mood, or are presented in a particular setting. Every book listed has been recommended based on the author's research, and has proved to be a satisfying and worthwhile read. Provides succinct, accessible overview information to make finding the right book efficient Selectively arranges the most interesting books into lists that will entice readers to return to reading about the past Organizes lists in sections based on appeal features of character, setting, story, language, and mood

From the National Book Award-winning author of *Slaves in the Family*, a riveting true life/true crime narrative of the partnership between the murderer who invented the movies and the robber baron who built the railroads. One hundred and thirty years ago Eadweard Muybridge invented stop-motion photography, anticipating and making possible motion pictures. He was the first to capture time and play it back for an audience, giving birth to visual media and screen entertainments of all kinds. Yet the artist and inventor Muybridge was also a murderer who killed coolly and meticulously, and his trial is one of the early instances of a media sensation. His patron was railroad tycoon (and former California governor) Leland Stanford, whose particular obsession was whether four hooves of a running horse ever left the ground at once. Stanford hired Muybridge and his camera to answer that question. And between them, the murderer and

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the railroad mogul launched the age of visual media. Set in California during its frontier decades, *The Tycoon and the Inventor* interweaves Muybridge's quest to unlock the secrets of motion through photography, an obsessive murder plot, and the peculiar partnership of an eccentric inventor and a driven entrepreneur. A tale from the great American West, this popular history unspools a story of passion, wealth, and sinister ingenuity.

Even leading capitalists admit that capitalism is broken. *Green Swans* is a manifesto for system change designed to serve people, planet, and prosperity. In his twentieth book, John Elkington—dubbed the “Godfather of Sustainability”—explores new forms of capitalism fit for the twenty-first century. If Nassim Nicholas Taleb’s “Black Swans” are problems that can take us exponentially toward breakdown, then “Green Swans” are solutions that take us exponentially toward breakthrough. The success—and survival—of humanity now depends on how we rein in the first and accelerate the second. *Green Swans* draws on Elkington’s firsthand experience in some of the world’s best-known boardrooms and C-suites. Using case studies, real-world examples, and profiles on emergent technologies, Elkington shows how the weirdest “Ugly Ducklings” of today’s world may turn into tomorrow’s world-saving Green Swans. This book is a must-read for business leaders in corporations great and small who want to help their businesses survive the coming shift in global priorities over the next decade and expand their horizons from responsibility, through resilience, and onto regeneration. A landmark exposé and “deeply engaging legal history” of one of the most successful, yet least known, civil rights movements in American history (*Washington Post*). In a revelatory work

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praised as “excellent and timely” (New York Times Book Review, front page), Adam Winkler, author of *Gunfight*, once again makes sense of our fraught constitutional history in this incisive portrait of how American businesses seized political power, won “equal rights,” and transformed the Constitution to serve big business. Uncovering the deep roots of *Citizens United*, he repositions that controversial 2010 Supreme Court decision as the capstone of a centuries-old battle for corporate personhood. “Tackling a topic that ought to be at the heart of political debate” (*Economist*), Winkler surveys more than four hundred years of diverse cases—and the contributions of such legendary legal figures as Daniel Webster, Roger Taney, Lewis Powell, and even Thurgood Marshall—to reveal that “the history of corporate rights is replete with ironies” (*Wall Street Journal*). *We the Corporations* is an uncompromising work of history to be read for years to come.

The Enlightened Capitalists

Drake's Fortune

The World of the Lascelles, 1648–1834

The Blue Suit

Moon Northern California

Business Scandals, Corruption, and Reform: An Encyclopedia  
[2 volumes]

Slavery, Family, and Gentry Capitalism in the British Atlantic  
Written by an expert on financial analysis and capitalism, this book describes the widespread corruption and specific scandals that have occurred throughout history when ethically-challenged innovators and greedy scoundrels are unable to resist the dark side of corruption.

Best Book of the Year The Los Angeles Times • The Washington Post  
Los Angeles was the fastest growing city in the world, mad with oil fever, get-rich-quick schemes, and celebrity scandals. It was also rife with organized crime, with a mayor in the pocket of the syndicates and

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a DA taking bribes to throw trials. In *A Bright and Guilty Place*, Richard Rayner narrates the entwined lives of two men, Dave Clark and Leslie White, who were caught up in the crimes, murders, and swindles of the day. Over a few transformative years, as the boom times shaded into the Depression, the adventures of Clark and White would inspire pulp fiction and replace L.A.'s reckless optimism with a new cynicism. Together, theirs is the tale of how the city of sunshine went noir.

Documents how four middle-class merchants in the mid-nineteenth-century rose to wealth and power by investing in the transcontinental railroad and engaging in ruthless activities in order to retain their influence throughout California. Reprint. 13,000 first printing.

Scandals relating to manipulation and fraud have dominated much of the history of business and the accounting profession in America since it's found Â ing. Crooks, corruption, scandals, and panics have been regular features of the business landscape, with regulations and the expansion of financial dis Â closure, auditing, and regulatory agencies following major debacles. Prior to the creation of the Securities and Ex Â change Commission (SEC) in the 1930s and the de Â velopment of generally accepted accounting prin Â ciples (GAAP), few accounting rules existed and it is difficult to identify Ò accounting Ó scandals. Beginning with the New Deal of the 1930s, regulations of financial markets (including the SEC); the creation of generally accepted accounting principles (GAAP) and organizations to improve and keep GAAP current (now in the hands of the Financial Accounting Standards Board); and auditing (currently under the Public Company Accounting Oversight Board) improved accounting and audit practices and financial disclosures. Despite these efforts, accounting frauds continue-many in new and innovative ways. This book brings to light the importance of incen Â tive structures of key players, consideration of economic and psychological perspectives on behavior, and the need for increasingly ef Â fective regulation, which become more obvious by considering decades of abuse. Executive compensa Â tion, pensions, market values, special purpose entities,

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and deriva Â tives continue to be problematic accounting issues as they have for decades. Inside, you'll get exposure to financial disclosure issues and other accounting risks, plus additional knowledge of accounting fraud and risk areas.

Out Where the West Begins

Cool Gray City of Love

California's Love Affair with the Sea

49 Views of San Francisco

From Acorns to Warehouses

Murder, Corruption, and L.A.'s Scandalous Coming of Age

A Bright and Guilty Place

Richard Rayner had a peripatetic childhood, and it seemed he found some sense of place when he attended Cambridge University. The study of philosophy combined with an obsession with books, however, served as the catalyst for a bizarre life of crime. Mourning debts propelled the author into a series of adventures, as he plundered bookstores for elusive first editions, forged checks, and acted as an accomplice in a Keystone Kops-like attempted bank robbery. In a memoir that's "compelling, edgy, painfully alive" (Times Literary Supplement), like "stripped-down Dostoevsky" (Time), this is the personal story, both tragic and comic, of an absence of identity and a long checkered past of crimes and misdemeanors.

In *Crime and the Rise of Modern America*, Kristofer Allerfeldt studies the crimes, criminals, and law enforcement that have contributed to a uniquely American system of crime and punishment from the end of the Civil War to the eve of World War II to understand how the rapidly-changing technology of transportation, media, and incarceration have affected the criminal underworld. In ten thematic chapters, *Crime and the Rise of Modern America* traces the path from the outlaws of the iconic West and the illegal distilleries of Prohibition, the turn-of-the-century immigrants, and the conmen who preyed on the people of the Promised Land, to examine how crime and America both changed, defining each other.

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A true-life tale of ruthless ambition, staggering greed, and the making of a nation. One hundred forty years ago, four men rose from their position as middle-class merchants in Sacramento, California, to become the force behind the transcontinental railroad. In the course of doing so, they became wealthy beyond any measure—and to sustain their power, they lied, bribed, wheedled, and, when necessary, arranged for obstacles, both human and legal, to disappear. Their names were Collis Huntington, Leland Stanford, Charles Crocker, and Mark Hopkins and they were known as “The Big Four” or “The Associates.” The drive for money—nothing more, nothing less—was epic. Their legacy is a university, public gardens, museums, mansions, banks, and libraries—and to a large degree California itself, a state that even today owes its aura of “can-do” and limitless possibilities to The Associates.

Sacramento resident and Gold Country native Christopher Arns shares tips on how to best enjoy the sights (and some of the best weather in the country). Using his extensive knowledge of the area, Arns provides original trip ideas to help visitors make the most of their time, including Sacramento on Wheels, Wine Country Road Trip, and Gold Country Adventure. From a visit to Apple Hill or an afternoon at Fairytale Town to dirt biking and kayaking through breathtaking scenery, Moon Sacramento & the Gold Country gives travelers the tools they need to create a more personal and memorable experience.

Leading VC's and Lawyers Share Their Knowledge on Negotiations, Leveraging Your Position and the Art of Deal Making: Leading Deal Makers

Wine Culture in America

Famine Irish and the American Racial State

Encyclopedia of White-Collar and Corporate Crime

A Gilded Age Murder and the Birth of Moving Pictures

Read On...History

Frank Norris and American Naturalism



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Volume 1 of Accounting History covers the first 10,000 plus years of the rise of accounting and civilization. Conveniently, accounting was part of the developing culture from the start. With fortified villages, accumulating wealth meant inventory accounting, first using tokens (clay balls) and eventually writing plus the abstract concepts of numbers. Cultures evolved in Mesopotamia and elsewhere. After the Crusades, Italian city-states created merchant wealth based on the creation of double-entry. Luca Pacioli's Summa described the Venetian system, which traveled north thanks to Gutenberg's printing press. Enhanced forms of manufacturing, banking, and merchant trade continued. England proved to be a special place, where the Industrial Revolution was born. Along the way, accounting sophistication rose as entrepreneurs discovered the need for complex information to survive. Accounting became a profession as business became big and important enough to employ professionals. The United States went from an agrarian backwater to an industrial power in 100 years. Accounting sophistication matched business complexity, as manufacturing accounting and control techniques developed capable of providing information

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needed to run giant firms. Railroads became big, requiring complex accounting system. Andrew Carnegie used his railroad experience to adapt the railroad accounting systems to steel manufacturing. Industries consolidated and the need for effective accounting control became imperative. Du Pont proved to be the most effective innovator and this knowledge expanded at General Motors, systems that dominated beyond the mid-20th century. Accounting History is written for accounting and business students plus business professionals. It's not written for accounting historians, although they may find this book useful. The writing is basic without much jargon, so the general public will also find this book insightful.

This full-color guide includes vibrant photos and easy-to-use maps to help with trip planning. Northern California residents Elizabeth Linhart Veneman and Christopher Arns cover the best that Northern California has to offer, from day hikes in awe-inspiring Yosemite Valley to rest and relaxation at the spas and vineyards of Wine Country. To help travelers plan their trip, Veneman and Arns also offer a number of unique itinerary ideas, such as as "Best Day

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Trips," "Best Road Trips," and "Best Outdoor Adventures." With expert advice on finding the tastiest food in the Bay Area, exploring the charming Monterey and Carmel, and getting to Gold Country ghost towns, Moon Northern California gives travelers the tools they need to create a more personal and memorable experience. Inside the Minds: Leading Deal Makers is the most authoritative book ever written on the "real world aspects" of deal doing, written by an unprecedented collection of leading venture capitalists and lawyers. These highly acclaimed deal makers share their knowledge and experience on negotiations, partnerships, joint ventures, calculating ROI, keeping your deal skills sharp, working as a team, meetings schedules and environment, legal issues, deal parameters and other important topics. An unprecedented look inside the minds of some of the most well known deal makers makes for exciting and highly interesting reading for every financial professional, lawyer, business development professional, CEO, entrepreneur and individual involved in deal making in any environment and at every level.

Rulers and Rebels

Four Capitalists Who Created California