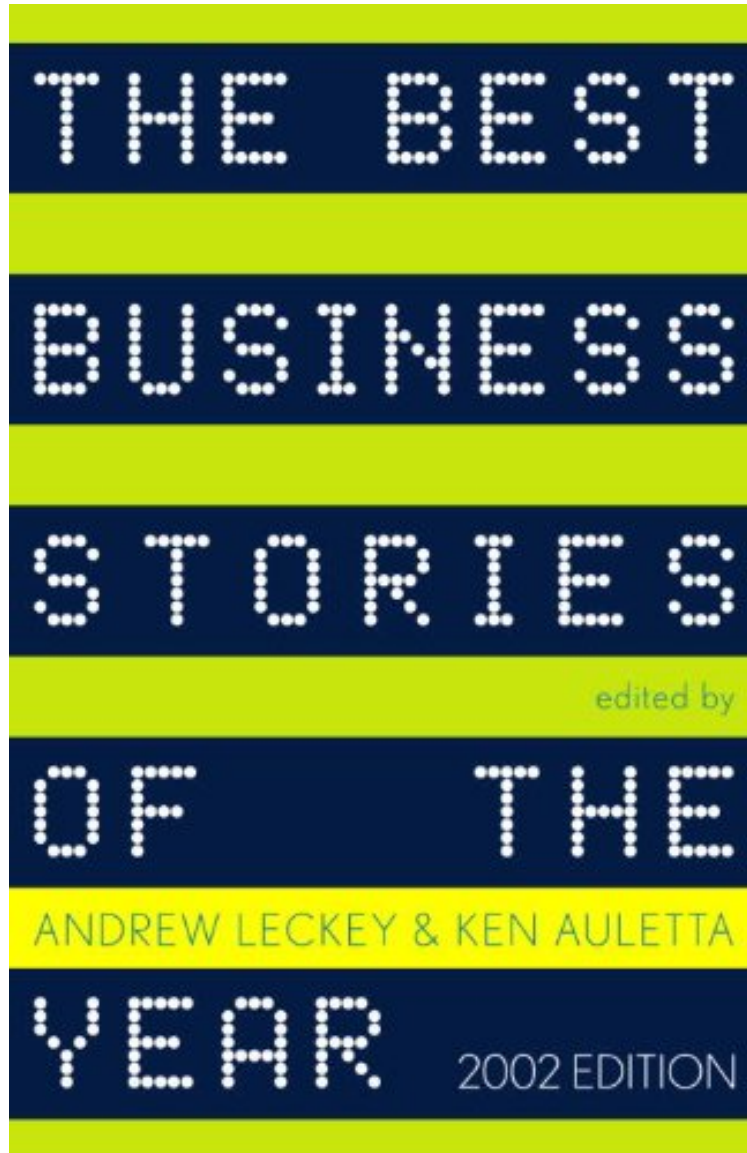


[Free and download] The Best Business Stories of the Year: 2002 Edition

The Best Business Stories of the Year: 2002 Edition

Andrew Leckey

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2674698 in eBooks 2010-01-18 2010-02-10 File Name: B0034N7JLI | File size: 66.Mb

Andrew Leckey : The Best Business Stories of the Year: 2002 Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised The Best Business Stories of the Year: 2002 Edition:

3 of 3 people found the following review helpful. A great, entertaining and thought provoking read...By hypermark
What a simple, yet compelling, concept. Scour all of the business magazines (mostly major ones, though), and pick the best 27 articles of the prior year, independent of field of interest. Then lay them out with no extra fluff, letting the original work be the star attraction. Such is the concept behind this book, which was both a quick read and difficult to put down. With stories ranging from the rise, fall and re-rise of fashion designer Tommy Hilfiger to a

joyous piece on Ron Popeil of quirky gadget-maker (and those accompanying infomercials) Ronco fame to an amazing tome on emerging "digital paper" technology that has to be read to be fully appreciated, this book covered a myriad of topics that I probably would not have gone out of my way to track down, but having read about them in this book, my appetite to read on has only been whetted. If you are looking to expand your horizons beyond the two or three topics that currently represent your comfort zone, this book is an easy and enjoyable way to dip your toes in the water. Strongly recommended.

1 of 2 people found the following review helpful. Interesting Reading to Know More About USA Business
By Desmond Chow
This is a collection of 30 business-related articles published in newspaper and magazines in yr2002. Many of them in this edition are about ethics, e.g. questionable accounting practices, role conflict of auditors and financial analysts, overpaid executives etc.. There are other topical subjects, e.g. influence of technology, free trade, globalisation, workplace diversity. The editors have picked up many articles that raise insightful questions and issues. They provide iexcl;sect;behind the sceneiexcl;uml; information and personalities. Interesting to read casually. The stories talk little about making money or improving corporate performance. They are more about ethnics, fairness and justice. Some articles are openly critical about individual companies or persons. This book is very enriching to readers who are not familiar with American business practices. For example, non-Americans can have a strong feel about how serious are antitrust investigations and lawsuits in The USA.. The coverage of industries is wide. In addition to popular businesses like IT, finance, manufacturing, you also have banana planting, ice harvesting, auctioning, religious organisations etc..

2 of 2 people found the following review helpful. Excellent business stories
By Garrett M. Heenan
A terrific collection of well-written and fascinating pieces of business journalism. I picked this book up at an airport expecting to read just a few of the stories that looked interesting. I ended up reading the entire book cover to cover. Each story offers an insightful and interesting view of a particular business or industry. For anyone interested in the corporate scandals that seem to be erupting in the business world on a near-weekly basis, you will find yourself completely absorbed by this book in no time at all.

ldquo;[The editors] cast their net wide, picking up some excellent stories from nontraditional sources that even avid readers of the business press may have missed.rdquo;ndash;USA Today, on the 2001 edition
Series editor Andrew Leckey and guest editor Ken Auletta have scoured the print media, consulted with the editors of major business and general interest publications, and surveyed journalism school deans to find the best business stories from the last twelve months. Among those selected: Michael Lewis on teenage stock trader Jonathan Lebed, from The New York Times Magazine; James B. Stewart on the irrepressible Michael Milken, from The New Yorker; and many others from the pages of The Wall Street Journal, Rolling Stone, Fortune, Rocky Mountain News, and Wired. The second annual edition continues the excellence and comprehensive range of this fascinating anthology series. From the Hardcover edition.

From Publishers Weekly
Business writing evokes images of stock reports and other dry-as-dust fare, but this best-of compilation proves the business desk is no longer the newsroom's backwater. Series editor Leckey and guest editor Sloan have focused this third edition in the series around the fiscal year's big scandals. Highlights include Nicholas Stein's chronicle of the rise and fall of Chiquita Banana in Fortune, James B. Stewart's well-rendered tale of Sotheby's antitrust woes for the New Yorker and three selections covering various angles of the Enron scandal. As Sloan notes in his introduction, "Main Street has increasingly tied its fate to Wall Street-if our retirement portfolios don't do well, many of us who had counted on a caviar retirement are going to get cat food instead." The savvy editors leaven the bad news with some humor, though. "My Pro Forma Life" by Rob Walker for Slate pokes fun at the slippery language companies use to slide bad numbers past investors. There are some intriguing general interest stories with business tangents, too: Malcolm Gladwell on the shrinking disposable diaper, Wayne Curtis on Newfoundland iceberg harvesters and Neil Irwin on the effects of technology on the economics of the Slinky. For perspective, the editors have included a piece about currency trading in Pakistan by the late Wall Street Journal reporter Daniel Pearl, to whom this edition is dedicated. Taken together, the stories make for an ample snapshot of the face of the nation this past fiscal year. Better, most of these writers transcend the business-writing genre, offering just plain good writing.

Copyright 2002 Reed Business Information, Inc. From Library Journal
This second edition of an annual series selects 27 outstanding articles on such wide-ranging topics as Michael Milken, baby formula, Yahoo, and Ron Popeil. All focus on the human aspect of business and were published between July 1, 2000, and June 30, 2001, although two stories were added to address the consequences of September 11. Guest editor Auletta, one of the best and best-known business writers around, chose articles from such sources as New York, the Wall Street Journal, the Atlantic Monthly, Harper's, Fast Company, Bloomberg Markets, Mother Jones, the New York Times, and the St. Petersburg (FL) Times. Stories vary in length from three to 32 pages but average 17 pages. Individually, many will be found on services like EbscoHost, Proquest, or Lexis-Nexis but not with any indication of their quality or influence. Good business writing is inherently interesting, and this is a fine purchase for public libraries where there is an active business readership. Two- and four-year academic libraries serving business writing or technical communications programs will also find this potentially useful. Libraries should consider making a long content note in their cataloging record; otherwise, many of

these excellent articles will be lost to readers. Patrick J. Brunet, Western Wisconsin Technical Coll. Copyright 2002 Reed Business Information, Inc. From Booklist The second annual edition of this new series is packed with entertaining business stories from the past year. The submission deadline was extended to include two pieces on the effects of the WTC disaster on the economy and American consciousness. In "Prime-Time Pushers," Lisa Belkin describes how the easing of federal restrictions on prescription drug advertising on TV is boosting sales and creating a nation of hypochondriacs. In "Who Owns This Body?" Wil S. Hylton reveals how U.S. patent laws regarding genes and cells have gotten so out of hand that we literally have no rights over the ownership of our own body parts. Read Michael Lewis on teenage stock trader Jonathan Lebed, from the New York Times Magazine; Eric Schlosser on the secret behind McDonald's fries, from the Atlantic; James B. Stewart on what Michael Milken is up to these days, and many others from the pages of the Wall Street Journal, Harper's, and Wired. David Siegfried Copyright copy; American Library Association. All rights reserved