

1. Record Nr.	UNINA9910826188103321
Titolo	The best business writing 2014 [[electronic resource] /] / edited by Dean Starkman, Martha M. Hamilton and Ryan Chittum
Pubbl/distr/stampa	New York : , : Columbia University Press, , [2014] ©2014
ISBN	0-231-53917-7
Descrizione fisica	1 online resource (593 p.)
Collana	Columbia journalism review books
Disciplina	070.44965
Soggetti	Business writing Business Businesspeople Business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Front matter -- Contents -- Introduction / Starkman, Dean -- Acknowledgments -- Part I. Silicon Culture -- 1. Why We Are Allowed to Hate Silicon Valley / Morozov, Evgeny -- 2. Diary: Google Invades / Solnit, Rebecca -- 3. Facebook Feminism, Like It or Not / Faludi, Susan -- 4. Dead End on Silk Road / Kushner, David -- Part II. Brave New Economic World -- 5. A Tale of Two Londons / Shaxson, Nicholas -- 6. London's Laundry Business / Judah, Ben -- 7. How Technology and Hefty Subsidies Make U.S. Cotton King / Smith, Robert -- 8. Invisible Child / Elliott, Andrea -- 9. Russell Brand and the GQ Awards / Brand, Russell -- 10. Maximizing Shareholder Value / Yang, Jia Lynn -- Part III. Frenzied Finance -- 11. One Percent Jokes and Plutocrats in Drag / Roose, Kevin -- 12. Here's Why Wall Street Has a Hard Time Being Ethical / Arnade, Chris -- 13. How the Fed Let the World Blow Up in 2008 / O'Brien, Matthew -- 14. Gross vs. El-Erian / Zuckerman, Gregory / Grind, Kirsten -- 15. Secret Currency Traders' Club Devised Biggest Market's Rates / Vaughan, Liam / Finch, Gavin / Ivry, Bob -- 16. Lunch with the FT: Meredith Whitney / Kellaway, Lucy -- 17. How the Case Against Bank of America CEO Fizzled / Eisinger, Jesse -- Part IV. Unhealthy Business -- 18. Use Only as Directed / Gerth, Jeff -- 19.

Merchants of Meth / Engle, Jonah -- 20. The Extraordinary Science of Addictive Junk Food / Moss, Michael -- 21. League of Denial / Kirk, Michael / Wiser, Mike / Fainaru, Steve / Fainaru-Wada, Mark -- Part V. Creative Destruction -- 22. How Jenna Lyons Transformed J.Crew Into a Cult Brand / Sacks, Danielle -- 23. The Mysterious Story of the Battery Startup That Promised GM a 200-Mile Electric Car / LeVine, Steve -- 24. The Death of the Funeral Business / Hingston, Sandy -- 25. Declara Co-Founder Ramona Pierson's Comeback Odyssey / Vance, Ashlee -- 26. A Toast Story / Gravois, John -- Part VI. The Politics of Business -- 27. Washington's Robust Market for Attacks, Half-Truths / Kranish, Michael -- 28. He Who Makes the Rules / Sweetland Edwards, Haley -- 29. A Word from Our Sponsor / Mayer, Jane -- 30. Amazon's (Not So) Secret War on Taxes / Elkind, Peter / Burke, Doris -- 31. How the NFL Fleeces Taxpayers / Easterbrook, Gregg -- Contributors -- Permissions

---

## Sommario/riassunto

A breakout success, our anthology of the year's best business investigative writing includes provocative essays on the ongoing collapse of American middle-class jobs under the weight of maximizing shareholder values (Washington Post); the underground networks of financial exchange that insulate Russia from diplomatic consequences and real economic pain (New York Times); the shady practices and libertarian ethos of the new Silicon Valley (Frankfurter Allgemeine, London Review of Books); and the implications of Sheryl Sandberg's Lean-In (The Baffler), the most talked about career-advice book of the year. Additional articles cover London's long history of embracing corrupt foreign money (Vanity Fair); the crimes and misadventures of the young founder of Silk Road, the wildly successful online illegal goods site known as the "Ebay of vice" (Rolling Stone); the secret dealings of an elite Wall Street society (New York); the real failings of the Fed during the 2008 economic crisis (The Atlantic); the PIMCO fund controversy (Wall Street Journal); the brilliant campaign behind J. Crew's brand transformation (Fast Company); the decline of the funeral business (Philadelphia); the political plans of the Koch brothers (The New Yorker); the Amazon tax fight (Fortune); and the science of junk food (New York Times Magazine). Contributors include: Russell Brand Gregg Easterbrook Jesse Eisinger Susan Faludi Ben Judah Lucy Kellaway David Kushner Jane Mayer Evgeny Morozov Matthew O'Brien Kevin Roose Rebecca Solnit Ashlee Vance Jia Lynn Yang

---