

BUSINESS PERSPECTIVES

SWIM WITH THE SHARKS WITHOUT BEING EATEN ALIVE

by Harvey Mackay

The man *Fortune* magazine calls "Mr. Make-Things-Happen" discusses in hard headed detail dozens of powerful selling and motivational techniques that can help you achieve success both in and out of the office. "Here's everything business schools are too polite to teach" — Gloria Steinem.

Publisher's price \$15.95
94-2737 Club price \$13.95

SUCCESSFUL TELEMARKETING

Opportunities and Techniques for Increasing Sales and Profits
by Bob Stone and John Wyman
Softcover.

Publisher's price \$15.95
32-0737 Club price \$13.95

JAPAN INC.

An Introduction to Japanese Economics
(The Comic Book)
by Shotaro Ishinomori

Translated by Betsy Scheiner

With an Introduction by Peter Duus

Published by Japan's leading business journal and based on a serious text, this best-selling comic book both entertains and informs as it focuses on the complex economic issues facing the Japanese. "Holy trade imbalance! It's selling like Walkmen," says *Newsweek*.

Softcover.
Publisher's price \$10.95
77-0565 Club price \$8.95

THE MAN WHO INVENTED SATURDAY MORNING

And Other Adventures in American Enterprise
by David Owen

In this funny look at the zanier side of American business, a contributing editor to *The Atlantic* explains everything from the history of frozen food to the baked cat food and deodorant tablets exhibited at the Museum of Failed Products. "Funny! Cogent! Fresh!" — Roy Blount, Jr.

Publisher's price \$16.95
34-2627 Club price \$14.50



Greed, gold and gamesmanship

It was one of the most audacious plots in Wall Street history. In 1869, Jay Gould and Jim Fisk, Jr., nearly cornered New York's gold market, and in the process devastated the nation's economy. This lively history brings back the bizarre events of more than a century ago when these two *wunderkinds* subverted Wall Street, the courts, the press, the U.S. Treasury, the White House — and then walked away from the mess they created scot-free.

The author, Kenneth Ackerman, is no stranger to such financial debacles. As an attorney for the Commodity Futures Trading Commission, Ackerman investigated the alleged silver market manipulation in 1980 and the 1985 failure of a key New York gold trading firm. Most recently, he helped devise the CFTC responses to the "Black Monday" stock market collapse on October 19, 1987. Ackerman's in-depth knowledge of the market combined with his skill as a writer makes *The Gold Ring* irresistible reading.

Fisk and Gould's ploy was brilliant, simple and sure to succeed — if, that is, they could convince President Grant not to dump Federal gold on the market. And even though their partner in greed was the infamous Boss Tweed, not even the long

arm of Tammany Hall graft could reach the White House. Ackerman's lucid unfolding of Fisk and Gould's scheme to handcuff the President — and their eventual, ruinous failure — reads like a high-finance thriller.

More than simply a dramatic retelling of the panic, crash and wholesale bankruptcies caused by Fisk and Gould's wheeling and dealing, Ackerman paints an evocative picture of the days when Wall Street was an untamed frontier and big-money deals resembled bare-knuckled brawls. Bribery, double-dealing and out-and-out lies were an accepted part of the game. In one memorable incident, Fisk and Gould spread rumors that their arch-enemy Cornelius Vanderbilt had just died in a train wreck. The two weren't particularly looking to make a profit — they simply sat back and laughed as stock in the Commodore's companies fell through the floor.

Crammed full with larger-than-life figures and written from the unique perspective of an insider in today's financial arena, *The Gold Ring* is an entertaining and revealing history of Wall Street's formative years.

Publisher's price \$21.95
97-4243 Club price \$18.95