



Michael Jordan and the New Global Capitalism (Paperback)

By Walter LaFeber

WW Norton Co, United States, 2002. Paperback. Condition: New. New Edition. Language: English . Brand New Book. With Michael Jordan and the New Global Capitalism, Walter LaFeber has written a biography, a social history, and a far-ranging economic critique. From basketball prodigy to international phenomenon to seductive commercial ideal, Michael Jordan is the supreme example of how American corporations have used technology in a brave, massively wired new world to sell their products in every corner of the globe. LaFeber s examination of Nike and its particular dominion over the global marketplace is often scathing, while his fascinating mini-biography of Michael Jordan and the commercial history of basketball reveal much about American society. For this new paperback edition, LaFeber has added a chapter on globalization in a changed world, after mass protests and since September 11. Bold, riveting.Brilliantly illuminates how hyper-US capitalism has spread its financial wings around the globe. -Douglas Brinkley LaFeber brings an impressive intellect to bear on his subject. -Barbara Rudolph, Chicago Tribune.



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