



Capitalists Arise! End Economic Inequality, Grow the Middle Class, Heal the Nation (Hardback)

By Peter Georgescu

Berrett-Koehler Publishers, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Peter Georgescu arrived in this country as a penniless Romanian refugee and rose to become the CEO of Young Rubicam. This is why he s so heartsick that with flat wages, disappearing jobs, and a shrinking middle class, his kind of rags-to-riches story doesn t seem possible now. But he has a message for his fellow CEOs: we re the ones who must take the lead in fixing the economy. Marshaling deeply sobering statistics, Georgescu depicts the stark reality of America today: a nation with greater wealth inequality and lower social mobility than just about any other country in the developed world. But the problem isn t that free-market capitalism no longer works--it s that it s been hijacked by shareholder primacy. Where once our business leaders looked to the needs and interests of a variety of stakeholders--employees, community members, the business itself--now they re myopically focused on maximizing their shareholders quarterly returns. Capitalists Arise! shows how the short-term thinking spawned by shareholder primacy lies at the root of our current economic malaise and social breakdown. But Georgescu offers concrete actions that capitalists themselves can take...



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