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Business Adventures John Brooks

John Brooks (1920–1993) was an award-winning writer best known for his contributions to the New Yorker as a financial journalist. He was also the author of ten nonfiction books on business and finance, a number of which were critically acclaimed works examining Wall Street and the corporate world.

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Today, more than two decades after Warren lent it to me—and more than four decades after it was first published— Business Adventures remains the best business book I've ever read. John Brooks is still my favorite business writer. (And Warren, if you're reading this, I still have your copy.)

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Originally published between 1959 and 1969, Brooks chronicles 12 business war stories, including four highlighted here: the spectacular rise of Xerox, the equally spectacular fall of the Ford Edsel, a landmark insider-trading case, and corporations' attempts to protect trade secrets by keeping their employees from going to work for their competitors.

Business Adventures Free Summary by John Brooks

In a field known for bone-dry adjectives, writer Brooks lent his business writing a new panache. In describing Ford's Edsel, for instance, Brooks wrote in his best-known New Yorker essay that the newly engineered vehicle was "clumsy, powerful, dowdy, gauche, well-meaning – a deKooning woman."

John Brooks (writer) - Wikipedia

John Brooks' insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history repeats itself.

