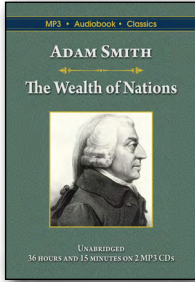


Business & Economics

Theoretical Foundations of Modern Economics



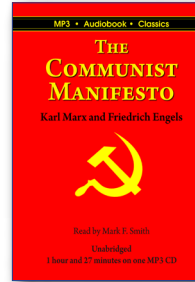
The Wealth of Nations

Author: Adam Smith (1723 - 1790)
Read by: Stephen Escalera
Format: 2 MP3 CDs in DVD case
Length: 36 hours and 15 minutes
Genre: Economics, Political Philosophy

The Wealth of Nations is a profound work that helped lay the intellectual foundations of the modern world. Over a period of seventeen years Adam Smith assembled notes and observations of discussions among economists and spent ten years writing a treatise that offered a practical reformed economic theory to meet the challenges of the emerging Industrial Revolution and replace increasingly obsolete mercantilist and physiocratic economic theories. The

Catalog: DB-2011
UPC: 0683422134975
MSLP: \$19.99

notion that individuals guided by their enlightened self-interest will achieve an economic outcome that benefits the public at large is a sacred tenet of neoclassical economics, as is the related idea of "an invisible hand" that creates economic equilibrium and prosperity when markets are allowed to operate freely. The book was an instant success when it was published in 1776 and went through five editions in Smith's lifetime. The ideas and policies articulated by Smith have influenced countless economists and authors as well as governments and organizations over the ages. It continues to be a fundamental work in classical economics to this day.



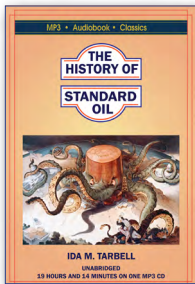
The Communist Manifesto

Author: Friedrich Engels (1820 -1895) and Karl Marx (1838 -1911)
Read by: Mark F. Smith
Format: MP3 CD in DVD case
Length: 1 hour and 27 minutes
Genre: Non-Fiction, Economics, Political Philosophy

The Communist Manifesto is a short pamphlet that articulated Marx and Engels' theories about class struggle in society and politics, the problems of capitalism, and how capitalism would eventually evolve into socialism. There are four sections. The first elucidates the materialist concept of history, in which an oppressed proletariat majority lives under the dominion of an oppressive bourgeois minority. The second positions communists as advocates for the general will of the working class and proposes the abolition of private property and the adoption of state-owned production, universal employment, free public education, centralized banking and credit, and nationalized communication and transportation. The third distinguishes communism from other socialist doctrines of the time. The fourth briefly discusses the struggles in specific countries, predicts a world revolution, and calls for unified international proletarian action. The Manifesto arose at the time of revolutions across Europe in 1848 and fell into obscurity until the Paris Commune of 1871, after which it grew in popularity along with the growth of social-democratic parties across Europe, culminating in the Russian Revolution in 1917.

Catalog: DB-1165
UPC: 0683422134845
MSLP: \$9.99

John D. Rockefeller and the Standard Oil Company



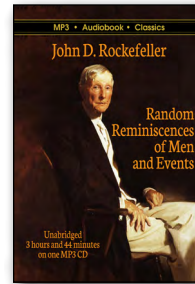
The History of Standard Oil

Author: Ida Mae Tarbell
Read by: Tom Weiss
Length: 19 hours and 8 minutes
Format: MP3 CD in DVD case
Genre: Economics, History

In 1900 Ida Tarbell, one of the first "muckraking" investigative journalists, began exhaustive research on the Standard Oil Corporation, which resulted in a 19-part series in McClure's magazine and was published in 1904 as *The History of Standard Oil*. The book confronts the irony inherent in corporate success: can corporate dominance ultimately harm the consumer, since dominance can extend to the unfettered setting of prices and the overwhelming potential competitors?

Catalog: DB-1066
UPC: 0684758936455
MSLP: \$13.99

This is the story of John D. Rockefeller, a preternaturally gifted manager and financier who used anti-competitive tactics to create the most successful company of its time and become the wealthiest American of all time. The book continues to be relevant in our new gilded age. NYU lists it as number 5 on its list of the top 100 non-fiction works of all time. Like many works of non-fiction, it's too good to be true – but it is.



Random Reminiscences of Men and Events

Author: John D. Rockefeller
Read by: William Tomcho
Length: 3 hours and 44 minutes
Format: MP3 CD in DVD case
Genre: Biography, Memoir

Random Reminiscences of Men and Events by is a memoir of Rockefeller's activities in the oil business and philanthropy. Written after Rockefeller had retired from Standard Oil, the book was initially released in 1905 in part as a response to allegations contained in the ground-breaking *History of the Standard Oil Company*. In the preface he remarks on his motives:

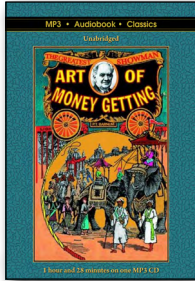
Catalog: DB-1119
UPC: 0683422134296
MSLP: \$10.99

For myself, I had decided to say nothing, hoping that after my death the truth would gradually come to the surface and posterity would do strict justice; but while I live and can testify to certain things, it seems fair that I should refer to some points which I hope will help to set forth several much-discussed happenings in a new light. I am convinced that they have not been fully understood.

The book is indeed random and non-linear – a mixture of stories and advice on business conduct from the man who pioneered the concepts of vertical and horizontal business integration and amassed the largest fortune in the history of the world. It is brief, candid, reflective, and surprisingly charming.

Business & Economics

How To Make A Fortune



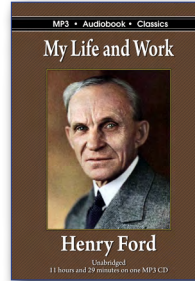
The Art of Money Getting

Author: Phineas Taylor "P.T." Barnum (1810 - 1891)
Read by: D. S. Harvey
Length: 1 hour and 28 minutes
Format: MP3 CD in DVD case
Genre: Economics, Education, Self Help

Learn The 20 Time Tested Business Rules To Attract More Money, More Prospects and More Customers To You From "The Father Of Marketing" - PT Barnum

Catalog: DB-1120
UPC: 0683422134289
MSLP: \$9.99

So read the copy for advertisements for *The Art of Money Getting; or, Golden Rules for Making Money*, a concise guide to the principles of sound business and financial management written by P. T. Barnum and published in 1880 as a 96-page paperback at the height of his worldwide popularity. The book consists of an introduction on the general subject followed by twenty concise chapters on Barnum's rules of success, and is considered by many as the first and possibly the manual for effectively using advertising, promotion and public relations as essential tools of getting the message to the public as a critical factor in business development.



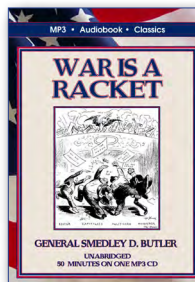
My Life and Work

Author: Henry Ford with Samuel Crowther
Read by: LivelyHive
Format: MP3 CD in DVD case
Length: 11 hours and 29 minutes
Genre: Biography, Autobiography and Memoir; Business

Catalog: DB-1166
UPC: 0683422134852
MSLP: \$12.99

My Life and Work, written with Samuel Crowther, chronicles the life and career of the American industrialist Henry Ford, founder of the Ford Motor Company. We learn about his childhood on a Michigan farm, his apprenticeship as a machinist, and his work for Westinghouse and Edison as an engineer before he founded the Ford Motor Company in 1903. His fortune and fame were assured with the introduction of the Model T in 1908, an inexpensive car that went on to dominate the market. Ford was famous for his innovations, which included the use of assembly line technology; paying top wages; selling through independent dealerships; and operating as a multi-national, selling a third of the world's automobiles by 1932. Ford staunchly opposed labor unions but also opposed war, believing that wars were encouraged by greedy financiers who profited handsomely. He retired in the 1920's but resumed control of Ford Motor Company after his only son Edsel died in 1943, turning the company over to his grandson Henry Ford II in 1945 before his death in 1947. Much of his wealth went to establish the Ford Foundation. His legacy lies on, as the Ford family continues to control the Ford Motor Company today.

Millionaires, Monopolies and Trusts

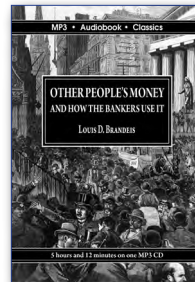


War Is A Racket

Author: General Smedley D. Butler (1881 - 1940)
Read by: D. S. Harvey
Format: MP3 CD in DVD case
Length: 50 minutes
Genre: Economics, History, Eassays, War & Military

Catalog: DB-1189
UPC: 0683422135101
MSLP: \$9.99

After his retirement from the Marine Corps in early 1930's, General Smedley D. Butler embarked on a national lecture tour, where he gave his speech about how commercial interests benefit from war. The speech was well received and he wrote an expanded version of it, which was published as *War Is A Racket*. The work was published by *Reader's Digest* as a condensed book supplement, which added to its popularity. The book consists of five chapters. The first chapter cites telling statistics. The second chapter compares the profits made by U.S. corporations before and after World War I. The third chapter explains how the costs are borne by the public. Chapter four sets forth three simple methods to limit wars. The final chapter shows the futility of arms limitations negotiations and makes it plain that only total disarmament will break the back of the beast. It can easily be seen as a precursor to Eisenhower's warning of the power of the military-industrial complex.



Other Peoples' Money and How The Bankers Use It

Author: Louis D. Brandeis
Read by: D.S. Harvey
Length: 5 hours 4 minutes
Format: MP3 CD in DVD case
Genre: Economics, Political Philosophy

Catalog: DB-1055
UPC: 0684758936394
MSLP: \$11.99

Other People's Money and How the Bankers Use It first appeared in *Harper's Weekly* and was published in book form in 1914. The book takes to task the small cadre of investment bankers led by J.P. Morgan & Co. known as the "Money Trust", who habitually used the ordinary person's money on deposit as their own to control the banks, trusts, and public corporations that dominated American business. Brandeis marshaled an exhaustive amount of research to describe the exact extent of the holdings, the interlocking directorships, and the resulting degree of control. He exposes the practices that stifle competition, lead to self-dealing and excessive enrichment, inhibit creativity and progress, foster inefficiency, and go against the grain of fundamental ideas of liberty crucial to America's identity. His warnings reverberate eerily today in light of the practices that recently damaged the American economy. One feels nothing much has changed except the decimal points in the numbers. Viewed in this light, Brandeis' message has never been more on-point.