

Good Guys and Bad Guys

"Nocera demystifies the world of business with original thinking, brash reporting, and the ability to see around corners." —Jack Shafer, *Salon*

GOOD GUYS & BAD GUYS

BEHIND THE SCENES WITH THE SAINTS
AND SCOUNDRELS OF AMERICAN BUSINESS
(AND EVERYTHING IN BETWEEN)



JOE NOCERA

New York Times Business Columnist

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著者:Joe Nocera

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A fascinating collection of profiles by one of America's leading business journalists

For three decades, in major publications such as Texas Monthly, Esquire, Fortune, and now The New York Times, Joe Nocera has reported on the people who dominate the business world, for better or worse. Everyone from Warren Buffett to T. Boone Pickens to George Steinbrenner to Ken Lay has fallen under his microscope.

Now, in this collection of his best work, he explores how we define good guys and bad guys in business and concludes that things are often not what they seem.

It turns out that there are surprisingly good qualities in classic villains like junk bond king Michael Milken and notorious stock analyst Henry Blodget. And some business celebrities who are widely admired, such as Steve Jobs, are not quite the good guys they appear to be on the surface.

Good Guys and Bad Guys also offers a fresh perspective on some of today's biggest controversies, such as global warming, Apple's iPhone, CEO compensation, the tobacco industry, short sellers, and much more.

作者介绍:

[美] 乔·诺塞拉 (Joe Nocera)

《纽约时报》商务专栏作家，《纽约时报杂志》特约撰稿人，以及美国全国公共电台 (NPR) 周末版周六 (WESat) 栏目定期评论员。曾在《财富》杂志社当过作者、编辑和编辑主任。他因在商务新闻工作中的杰出表现赢得过两次杰拉尔德·勒伯 (Gerald Leob) 奖和三次约翰·汉考克 (John Hancock) 奖，并获普利策评论奖等奖项。他撰写的第一本书为《参加进来：中产阶级如何加入富豪阶层》 (1994)。他是美国东海岸罗德岛州普维敦斯市人，现居纽约。

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书评

有没有一本书很重但是还很愿意带在路上看，有没有一本书虽然很累但还是想翻翻看看？这书不是金瓶梅哈，而是我手里这本《绅士与无赖》。作者乔·诺塞拉（Joe Nocera）是《纽约时报》商务专栏作家，《纽约时报杂志》特约撰稿人，就是专门写商业稿件的。我感觉书里选取的文章...

从一个侧面反映美国的商业秩序，商业文化 不过翻译的忒差，有些狗屁不通的句子
妈的，评论多少位多啊，还嫌我评论太短，现在应该够了吧 afdadfasdfasdfgdsgfd
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It's about commerce, including mergers & acquisition, stories of AppleIt broadens my horizon and inspires me a lot

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