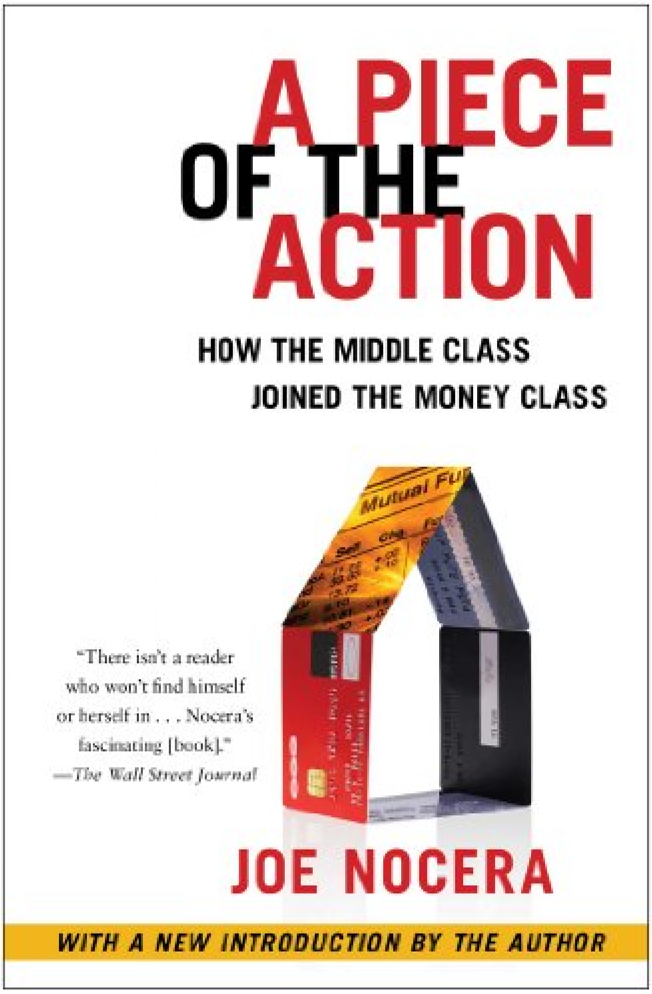
A Piece Of The Action: How The Middle Class Joined The Money Class



Synopsis

Winner of the Helen Bernstein Award for Excellence in JournalismOne of Business WeekÃ¢â ¬â„¢s Ã¢â ¬Å“Ten Best Business Books of the YearÃ¢â ¬Â•When it was published in 1994, A Piece of the Action was wildly acclaimed by Fortune, The Wall Street Journal, authors Michael Lewis and Brian Burroughs; it won the Helen Bernstein Prize and was a national bestseller. Joseph Nocera describes the historical process by which millions of middle class Americans went from being saversÃ¢â ¬â •people who kept their money in the bank, and spent it frugallyÃ¢â ¬â •to being unrepentant borrowers and investors. A Piece of the Action is an important piece of financial and social history, and with a new introduction, NoceraÃ¢â ¬â„¢s 2013 critique of the uses of the revolution is a powerful warning and admonition to understand what is at stake before we act, to look before we jump.

Book Information

File Size: 3027 KB

Print Length: 481 pages

Publisher: Simon & Schuster; Reissue edition (January 15, 2013)

Publication Date: January 15, 2013

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B00AYIDT74

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #103,890 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #13 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Personal Finance > Credit Ratings & Repair #34 inÃ Â Books > Business & Money > Personal Finance > Credit Ratings & Repair #85 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Economics > Economic History

Customer Reviews

All too often, we’re content to find fault in the present and the recent past. Joe Nocera wrote the opening chapters of the 2007 - ??? financial crisis in 1994 citing names, financial institutions, and that irreplaceable contribution to doublespeak known to all as "innovation." You'll be taken back to the 1950's where it all began and you'll learn about the ambitions, the goals and the personalities of the first wave of financial engineers who set the dominoes in place prior to this book being written. You'll learn that this debacle was a bi-partisan effort from day one and follow the road to hell, often paved with good intentions, as well as the contrivances of the truly greedy.All that's required after reading this primer are a few well researched and well-written accounts that span the mid-1990's all the way to the present day. There are numerous, excellent books that qualify nicely.William Shakespeare's play, The Tempest, is relevant in its memorable words, "What is past is prologue." And history does influence and set the dominant framework for the present and the future.If you're a student of capitalism run amok who thinks with an open mind, your understanding will always be incomplete without "A Piece of the Action: How the Middle Class Joined the Money Class."

In the late 60's and mainly the 1970's, a huge sea change took place in American financial history - a change so dramatic that it is still being felt today. Joseph Nocera takes a look at those dramatic changes an the figures behind them in A Piece of the Action. The book presents the story of how Americans financial future shifted from mostly employers to the individual and how government action trailed and, in some cases, badly lagged the fast moving financial landscape of the 70's.The book reads well with each chapter a coming across as a somewhat tale of the many tales that occurred in tandem during the financial revolution that swept the country from the late 60's through the early 80's. It starts with The Drop, the great credit card drop in a quite California town where credit cards became a household item overnight and the kinks were worked out of a product that has become ubiquitous. Incredible changes occurred any man far flung enterprises which all had finance as a common denominator. Stories like the the emergence of Charles Schwab and Merrill Lynch and the rise of mutual funds. The sweeping away of Regulation Q and the inability for banks to pay going rates of interest by way of the competitive money market funds that came about and the push by individuals to get into them.The book offers an accurate representation of the events that took place that gave individuals much more control over their financial future. The book is upbeat and treats all these events as being good for the average American. I cannot disagree that having more choices is a bad thing, but if the choices presented to people is accompanied by some sort of education about what the choices really mean, then what value are they? That was a problem then and continues to be a problem now. The financial industry has grown tremendously as a result of all these changes outlined in the book. In so doing, they have create a huge array of financial products that supposedly allow the individual to live well in their retirement years, but will they? Half of most folks retirement funds were wiped out in 2008. Am I missing something?Nevertheless, the story that is told here is a good read from a historical as well as a storytelling perspective. It’s a book that you will want to finish and that will likely leave you with a better perspective of how this all came about.Reviewed by L.A. Little for Technical Analysis Today (tatoday) on 7/30/2009

It may be difficult for many of you younger people to grasp how primitive many of our business practices were back only 40 years ago.When I started working at Visa in 1973, those thin tissue copies of sales receipts were manually taken to the merchant’s bank each evening and placed in a "drop-box". Then they were "processed" by the merchant’s bank which really meant they were physically sorted into piles to be copied and sent by mail to each of the banks around the country that had issued the card to the customer. In addition, a calculator tape was added up to total the receits to be sent to each issuing bank.Days or weeks later, a bank draft was sent by the issuer to pay for that shoe-box of receipts and then the customer was billed. It took on average over 40 days before the charge actually appeared on the customer’s bill. International sales could take up to three months.This was replaced by an electronic system that could send millions of sales transactions overnight. Your first impression of this description might well be that this was only important to some banks so who cares. The reality is that it permitted banks to loosen their procedures for issuing credit cards so that most of the middle class was able for the first time to buy goods away from home easily and simply. In 1973, less than 2% of Americans had a card that permitted them to buy goods and services when not dealing with a local merchant. Ten years later over 50% had such cards.There were a number of revolutions that took place in our society from the mid-60s to the mid-70s and this tells the story wonderfully of a few financial revolutions that had tremendous benefits for the general public. You will be both entertained and informed by this book and what more can you ask of a book?

Not a complete and in depth analytical history of banking but rather a "pop-history" of consumer finance but the historical leg work is there. A look at the several innovators and their innovations that changed how we conduct our personal finances. From the credit card to the investment brokerage for the middle class and to the Fed’s workings and financial legislation...a very good good bathroom/travel read, or as supplementary research for a report. What is constant through the book is the stigma removal of and the normalization of debt, the writer does a good job of staying "neutral" ion the topic but does indeed to be pro-consumption (and it shows by style. This is a well written fun to read look on modern financial history, buy it.

A Piece of the Action: How the Middle Class Joined the Money Class How to Draw Action Figures: Book 2: More than 70 Sketches of Action Figures and Action Poses (Drawing Action Figures, Draw Action Figures Book, How Draw Action Poses, Draw Comic Figures) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) Hitchcock, Piece by Piece Piece by Piece!: Mosaics of the Ancient World (Buried Worlds) One Piece, Vol. 62: Adventure on Fish-Man Island (One Piece Graphic Novel) Mosaics Piece by Piece Fiverr-Best Gigs to Make Money on Fiverr With Proven Money Making Gigs And Ways for Making Money That Work (Fiverr.com Books, Make Money With Fiverr Gigs, Ideas, Tips, SEO Book 1) Joined at Birth (First Books Different from Birth) From Stray Dog to World War I Hero: The Paris Terrier Who Joined the First Division What God Has Joined Together What God Has Joined Together 2 The Gospel of Self: How Jesus Joined the GOP The Hunters Hunted: The Battle is Joined (Vampire The Masquerade) Strategies for Employment Class and Collective Actions: Leading Lawyers on Addressing Trends in Wage and Hour Allegations and Defending Employers in Class Action Litigation (Inside the Minds) Rich Dad Poor Dad: What The Rich Teach Their Kids About Money - That the Poor and Middle Class Do Not! The Downfall of Money: GermanyÃ¢â ¬â„¢s Hyperinflation and the Destruction of the Middle Class Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than $50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) CRYPTOCURRENCY: WHAT YOU NEED TO KNOW ABOUT CRYPTOCURRENCY TO START MAKING MONEY TODAY (Blockchain, Millionaire, Bitcoin, Cryptocurrency, Money, Etherum, ... Money, Ethereum Investing, Altcoin Book 1) Penny Pinchers Guide To Saving Money Box Set (6 in 1): Learn Over 200 Simple Strategies To Save Money (Simplify Your Life, How To Save Money, Frugal Living Tips, Budgeting)