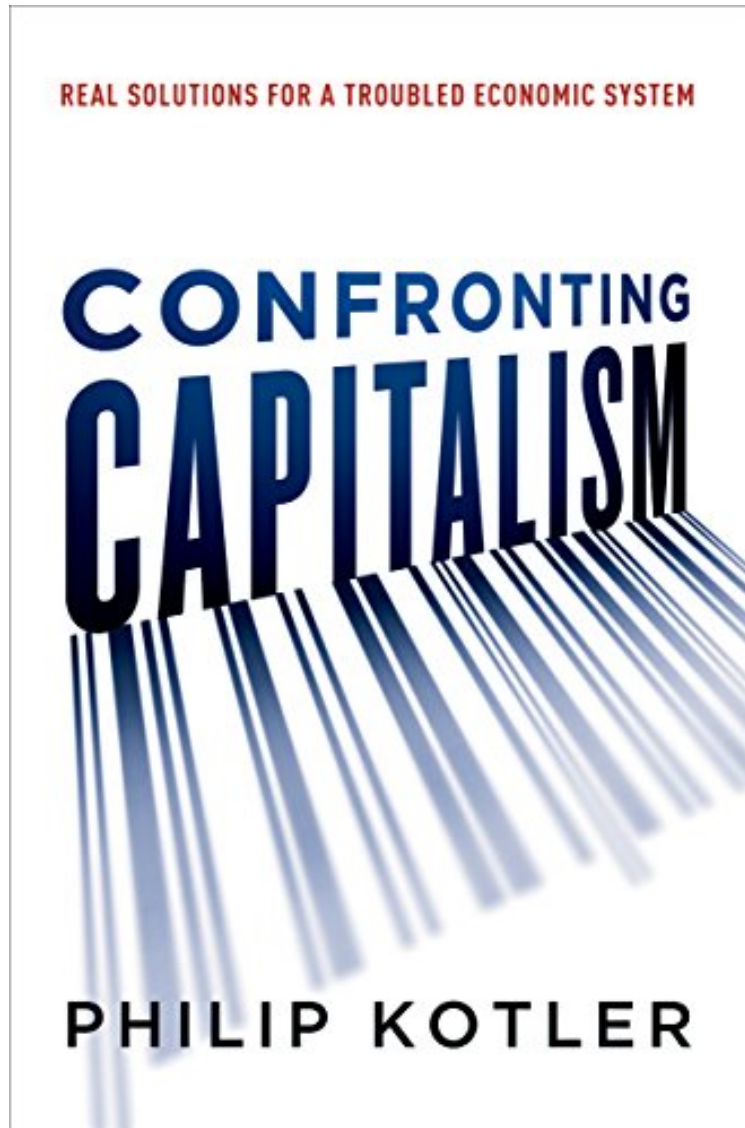


Confronting Capitalism: Real Solutions for a Troubled Economic System

Philip Kotler

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Philip Kotler : Confronting Capitalism: Real Solutions for a Troubled Economic System before purchasing it in order to gauge whether or not it would be worth my time, and all praised Confronting Capitalism: Real Solutions for a Troubled Economic System:

1 of 1 people found the following review helpful. Indicting CapitalismBy S I PIn 'Confronting Capitalism', the Master Marketer has aggregated many facts and figures that present quite an indictment of many aspects of capitalism that most of us in the Western world have held dear. In fact, the USA is presented as quite a scary place to

live. Whether we talk the right to bear arms (the urgent need for gun laws), the paucity of retirement funds, poverty levels, racial discrimination, non-maintenance of infrastructure, poor business governance, self-interest driven politicians, weak education system, household and government indebtedness and other matters, we are left with the view that there is a better road to travel in life. I'm afraid that the solutions do not readily jump off the pages. I am left wondering if democracy itself is at risk. As one might expect, the book is well-written and as easy to follow as a fireside chat. 3 of 3 people found the following review helpful. A helpful and hopeful guide for curing capitalism. By R. Gerth Critics of capitalism are many. Most are long on whining about the evils of the system but short on suggesting effective solutions. Here comes highly qualified Philip Kotler and presents 14 major problems of capitalism. He does this without droning on, and with easy to follow and clearly understandable concepts and language; no jargon, no equations. Most refreshingly, he also identifies possible solutions to each of the 14 problems. This compact and focused book can serve as a handbook for starting a long overdue conversation about who we are, what we aim for, and how we can overcome the shortcomings of the system that is supposed to bring about the economic well-being of all our population, but often fails to do so. Reflective of its author, it is a hopeful and uplifting book not only for Americans, but people around the globe who face or will be facing these same problems. With this clear guide we can cut through the complexities and all participate in the discussion. 0 of 0 people found the following review helpful. A wealth of interesting insights By Mr. Maurice Simpson Talking about capitalism is not easy. Because it is an economic system associated with a type of political system called democracy. As the practice of capitalism changes over time, so does the nature of democracy. The change can be in either direction: positive or negative. This book does a wonderful job in bringing that relationship to the surface.

>With the fall of the Berlin Wall, one economic model emerged triumphant. Capitalism;spanning a spectrum from laissez faire to authoritarian;shapes the market economies of all the wealthiest and fastest-growing nations. But trouble is cracking its shiny veneer. In the U.S., Europe, and Japan, economic growth has slowed down. Wealth is concentrated in the hands of a few; natural resources are exploited for short-term profit; and good jobs are hard to find. With piercing clarity, Philip Kotler explains 14 major problems undermining capitalism, including persistent poverty, job creation in the face of automation, high debt burdens, the disproportionate influence of the wealthy on public policy, steep environmental costs, boom-bust economic cycles, and more. Amidst its dire assessment of what's ailing us, *Confronting Capitalism* delivers a heartening message: We can turn things around. Movements toward shared prosperity and a higher purpose are reinvigorating companies large and small, while proposals abound on government policies that offer protections without stagnation. Kotler identifies the best ideas, linking private and public initiatives into a force for positive change. Combining economic history, expert insight, business lessons, and recent data, this landmark book elucidates today's critical dilemmas and suggests solutions for returning to a healthier, more sustainable Capitalism;that works for all.

"*Confronting Capitalism* does something I have not seen before. It takes economics and puts it on a practical human scale." --Evil Cyclist "Those who have even the remotest connection to the levers of power should be locked in a room and forced to digest Kotler's analysis and act upon it." --Darren Ingram Media "If you want to understand what's really wrong with our present system of Capitalism running amok, you'll have to read Kotler's book." --Huntington News "[Kotler] does for the pitfalls of capitalism what Thomas L. Friedman did in explaining globalization in *The World Is Flat*. This deserves a wide readership." --Library Journal "the author's prescriptions for change which are likely to be wildly controversial." --Leading Business Books "Critics of capitalism are not in short supply.. But when the critic is Philip Kotler, capitalism needs to sit up and take notice." --Financial Times "written for anyone interested in a common sense understanding of today's economic malaise; how we got here, where we're going, and how we can turn this around"; --Another Opinion "excellent book because it sends this very clear message to workers, bankers, industrialists, CEOs, politicians and presidents." --BlogCritics "writing on behalf of all business; large corporations as well as one-person firms, mom-and-pop shops, small businesses and everyone in between." --Small Business Trends "Brings a fresh perspective on what capitalism is and how different variations of it are in existence in the world today"; tackles multiple issues with conciseness"; --Book Barrage "Every so often a respected economist writes a book that's not just highly readable but that contains analyses and viable solutions to vexing economic and societal problems." --Changing Winds "...this well-written, heartfelt argument deserves to be read because it will make you think..." --Strategy+Business "timely book that provides a great overview of the issues facing capitalism. For anyone looking to get up to speed with these issues"; --Stock Ideas "timely and excellent study of business forces. Rather than a rejection of capitalism, this book focuses on how to return capitalism to a more sustainable model." --San Francisco Book From the Inside Flap In one dramatic swoop, the Great Recession exposed flaws in the financial industry and the danger of bubbles. But the subsequent fallout has revealed more;structural weaknesses so severe that they threaten our nation's economic health and the welfare of

our democratic society. The problems are immense: a scarcity of well-paid jobs, underemployment, heavy consumer debt, and a scandalous number of children living in poverty. Multinationals and the megawealthy tuck their money into tax havens, while the rest of us—the middle class, the mom-and-pop businesses, the strivers grasping for a better life—just barely hang on. What happened to the American Dream? Capitalism is not working like it used to, concludes Philip Kotler, a renowned business thinker and classically trained economist. Fourteen interlocked forces are undermining our once exceptional market economy, which now struggles to sustain its roles as the engine of growth and prosperity and as a rudder in turbulent times. *Confronting Capitalism* delivers a sweeping assessment of the vulnerabilities in our system. Cutting through the noise—the political squabbles, finger pointing, and strident ideologies—it carefully analyzes what's gone wrong. It synthesizes a vast amount of data, analysis, and ideas, considering opposing arguments and identifying the ones that stand up to scrutiny. And it offers dozens of suggestions for fixing problems and buffering weaknesses. From the impact of tax loopholes on income inequality to the corrupting influence of corporate lobbyists on politics, refreshingly clear explanations provide both the big picture and the depth and nuance needed to grasp the issues. The book looks at challenges in the global economy, then focuses its lens at home, including: How worker well-being has plummeted as the minimum wage fails to meet sustenance levels, while companies rely on taxpayers to shoulder the gap . . . with ideas for how to raise the minimum wage while minimizing job loss and maintaining global competitiveness; How technology and automation have disrupted industries from music to retail to manufacturing, and threaten the steady demise of more jobs . . . with strategies for expanding opportunities through entrepreneurship, apprenticeship programs, and more training in STEM fields; How the trough-to-peak business cycle intrinsic to capitalist market economies has triggered 33 recessions in the United States from 1857 to today . . . with proposed policies for cooling down over-heated economies and reducing speculation as well as corporate strategies for moderating turbulence. Every shortcoming—the financialization of the economic system, companies' short-term growth and profit objectives, insufficient investment in the infrastructure, neglect of the environment, and more—is linked, and each surmountable. *Confronting Capitalism* maps out the most pressing challenges we face as a nation, and plots a bold new direction for achieving a society that offers a better and fairer chance for all its citizens. Philip Kotler is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. Although best known as a marketing guru, Kotler trained as an economist. He received his Master's in Economics at the University of Chicago under famed Nobel laureate and free-market evangelist Milton Friedman before pursuing his Ph.D. at MIT under Paul Samuelson and Robert Solow, two Nobel Prize-winning Keynesian economists. He is the author of more than 50 books, including the bestselling *Marketing Management*. From the Back Cover With the fall of the Berlin Wall, one economic model emerged triumphant. Capitalism—spanning a spectrum from laissez faire to authoritarian—shapes the market economies of all the wealthiest and fastest-growing nations. But trouble is cracking its shiny veneer. Throughout the world, economic growth has slowed. Wealth is concentrated in the hands of a few; natural resources are exploited for short-term profits; and good jobs are hard to find. With a piercing clarity, Philip Kotler explains 14 major problems undermining capitalism, including persistent poverty, job creation in the face of automation, high debt burdens, the disproportionate influence of the wealthy on public policy, steep environmental costs, boom-and-bust economic cycles, and more. Amid its dire assessment of what's ailing us, *Confronting Capitalism* delivers a heartening message: We can turn things around. Movements toward shared prosperity and a higher purpose are reinvigorating companies large and small, while proposals abound on government policies that offer protections without stagnation. Kotler identifies the best ideas, linking private and public initiatives into a force for positive change. Combining economic history, expert insight, business lessons, and recent data, this landmark book elucidates today's critical dilemmas and suggests solutions for returning to a healthier, more sustainable capitalism—one that works for all.