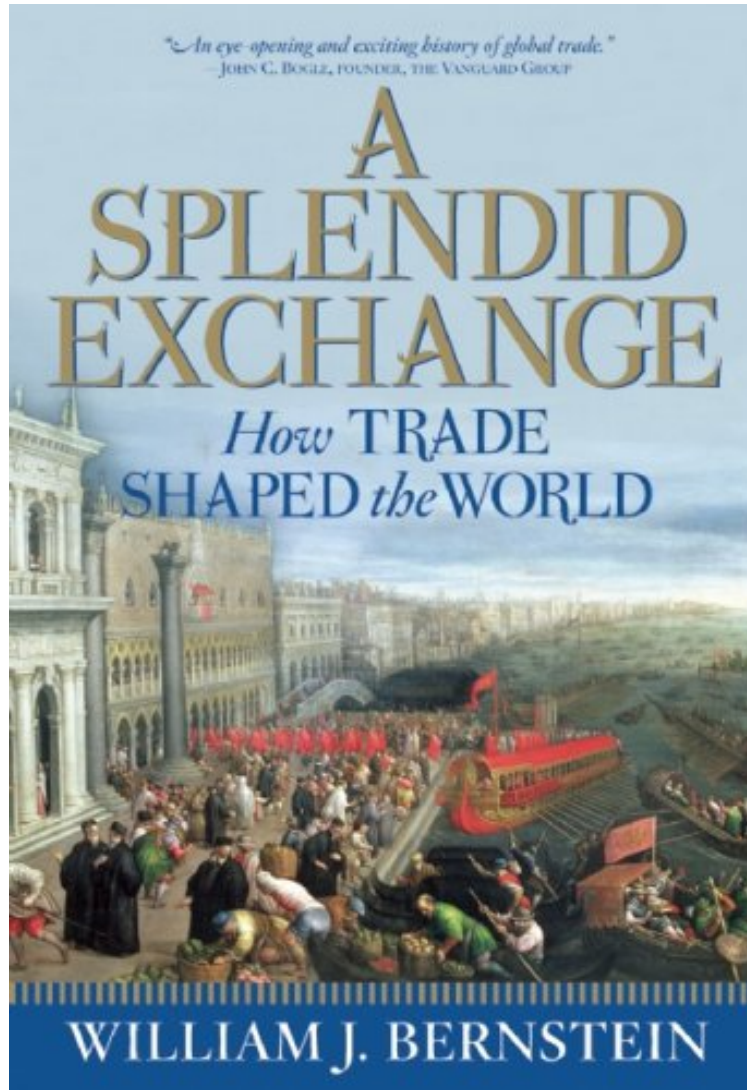


(Get free) A Splendid Exchange: How Trade Shaped the World

A Splendid Exchange: How Trade Shaped the World

William J. Bernstein

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Acclaimed by readers and critics around the globe, *A Splendid Exchange* is a sweeping narrative history of world trade from Mesopotamia in 3000 B.C. to the firestorm over globalization today that brilliantly explores trades colorful and contentious past and provides new insights into its future.

"[An] entertaining and greatly enlightening book . . . Bernstein is a fine writer and knows how to tell a great story well. . . . *A Splendid Exchange* is a splendid book." The New York Times Superb . . . [A] significant contribution . . . The chronological range of Bernsteins book is staggering. . . . *A Splendid Exchange* is a work of which Adam Smith and Max Weber would have approved. What really marks Bernstein out is his talent in understanding, and then explaining, international commercial linkages. Paul Kennedy, Foreign Affairs Sparkling Fascinating One freewheeling historical passage follows another *A Splendid Exchange* is saved from any possible tedium by its feast of contrarian conclusions, its broad historical sweep, and, especially, its vivid characters. Businessweek Highly entertaining In an era when trade is defined by interminable World Trade Organization talks and offers nothing more romantic than slab-sided container ships ploughing between nondescript ports, William Bernsteins book is like a trip to the movies to watch Johnny Depp swinging through the rigging. Hugh Carnegie, Financial Times Rollicking Mr. Bernstein whisks his reader on a tumultuous journey. *A Splendid Exchange* is a timely and readable reminder that the desire to trade is not only one of the oldest human instincts but also the cause of many of the most important developments in our shared history. For anyone wanting a painless primer in the ideas of Adam Smith, David Ricardo, or more recent economists, such as Paul Samuelson, this is the place to find it. The Economist *A Splendid Exchange* is filled with adroit observations on the evolution of trade from the ancient world to today. Bernstein draws upon a vast historical context to show how trades development is part of societys natural progression toward prosperity, and he makes a convincing case that trade and trade policy have been the catalyst for the development of ambitious nations. He correctly asserts that we must be aware of how it has shaped the past because it will continue to have a pivotal role for better and for worse as we move into the future. Politicians take heed! Arthur Laffer, founder and chairman, Laffer Associates *A Splendid Exchange* is really much more than a history of trade. In William Bernsteins deft treatment, it becomes pretty much a history of the world. The age-old urge to profit by buying low and selling high led to empires, wars, trade restrictions, and more recently violent protests against economic and financial globalization. Bernsteins vast knowledge of trades past is great preparation for dealing effectively with todays controversies about its future. Richard Sylla, Henry Kaufman Professor of the History of Financial Institutions and Markets, and Professor of Economics, NYUs Stern School of Business In *A Splendid Exchange*, Bill Bernstein has further burnished his credentials as both an economic historian and a felicitous writer. He has given us an eye-opening, brilliantly researched, anecdote-laced, and exciting-to-read history of global trade. Readers of this compelling saga will be intellectually rewarded, enticed, and amused and more sensitively attuned to the challenges of today's version of the globalization that has driven so much of civilization's economic growth and social progress. John C. Bogle, founder, the Vanguard Group Bernstein illuminates modern debates in a sweeping history of international trade, weaving skillfully between rollicking adventures and scholarship. His history of trade from the ancients to the present is a story of our irrepressible urge to exchange goods, which in turn fostered exchanges of art, science, and ideas. The story of trade is the story of humankind; all in all, a happy story indeed. Pietra Rivoli, author of *The Travels of a T-Shirt in the Global Economy* Think contentious debate over globalization is something new? Think again. With a staggering understanding of the role of trade in history and a storytellers touch for illuminating its human impact, William Bernstein takes us back to days of ghost ships and perilous land journeys to explain how age-old debates over trades winners and losers shape todays bitter divisions over free trade and protectionism. Along the way, Bernstein uncovers the roots of Sino-American trade tensions and explains how century-old backlashes over free trade continue to reverberate as the worlds nations become ever more connected to each other through commerce. Bernstein has given us a masters insights into the past to help us understand an issue of deep divisions in the present age. Sara Bongiorni, author of *A Year without Made in China: One Family's True Life Adventure in the Global Economy* Bernsteins powerful book demonstrates that trade is a fascinating, pervasive, and often dominant factor in human history. But Bernstein also provides us with memorable stories about nations around the world and through the centuries. Economics, sociology, military strategy, and even health care are here, as well as a striking group of vivid personalities. The book is not just essential reading; it is fun all the way. Peter L. Bernstein (no relation), author of *Against the Gods and Wedding of the Waters* Bill Bernstein is a funny, lively storyteller who engages us with rich stories that tell how international trade and economic history have evolved together from the Stone Age on. This book is a wonderful way to learn history, geography and economics. As I read it, I felt like a kid reading about Uncle Scrooges adventures among old civilizations in strange lands, all the while harvesting ideas for my classes. Ed Tower, Professor of Economics, Duke University Financial theorist and historian Bernstein is equally at home plumbing the romantic dawn of trade or untwisting the mind-wracking complexity of modern international

commerce. . . . An excellent exposition of key factors in a perennial economic conundrum. Kirkus s (starred review)