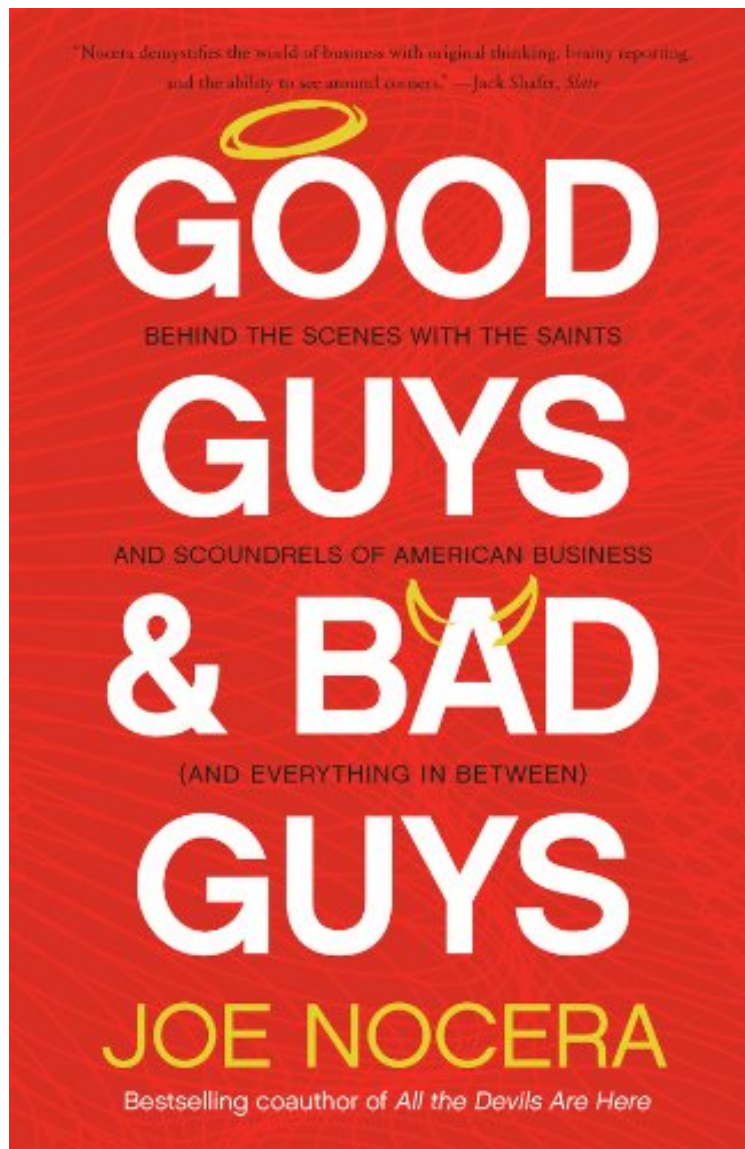


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Good Guys and Bad Guys: Behind the Scenes with the Saints and Scoundrels of American Business (and Every thing in Between)

Joe Nocera

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Joe Nocera : **Good Guys and Bad Guys: Behind the Scenes with the Saints and Scoundrels of American Business (and Every thing in Between)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Guys and Bad Guys: Behind the Scenes with the Saints and Scoundrels of American Business (and Every thing in Between):

0 of 1 people found the following review helpful. Fast and VERY Informative ReadBy Rick SpellI generally don't like books that are compilations of magazine articles but this one I enjoyed immensely. Maybe it's because the first profile of Boone Pickens from the 80s was very long and insightful about takeovers. Then the close with his reincarnation, both good and bad, really makes the book. In between there are many great stories like my always favorite subject Mike Milken. But a article of which I have read nothing concerning Lawyers and silicone breast implant litigation really makes you want to toss our judicial system out the window. Yes, some articles are dated but still really well written and worth the read. Overall, a great business book I highly recommend!7 of 11 people found the following review helpful. Great bookBy Kindle CustomerJoe Nocera's Good Guys and Bad GuysRead dozens of books about heroes and crooks and I've learned much from both of their styles.-Jimmy BuffettOne of my favorite business books is Mark McCormick's What They Don't Teach You at Harvard Business School.The 1986 book had a huge influence on me. McCormick encouraged readers to write letters to people and say what you admire about them.I always meant to write to McCormick and never did. I did write to Joe Nocera.In 1994, I had reviewed Nocera's book, A Piece of the Action, for the Lexington Herald Leader. I was completely blown away by Nocera's work. He did exhaustive research in the style of David Halberstam or David McCullough. It was combined with writing that flows like Tom Wolfe. I've re-read the book 50 times and still find nuggets of wisdom.I wrote and told Joe how much I admired him. He wrote back. We've followed each other's careers since then.Joe had been writing for Esquire and GQ when we connected. He went on to be the Executive Editor at Fortune and now a columnist for the New York Times.His latest book, Good Guys and Bad Guys, is a collection of writings along Joe's life journey.Like the Jimmy Buffett song, Nocera noted that villains of business have good traits and business heroes have flaws.Those of us in business need heroes. We need a realistic dream where we work hard and become the next Warren. We need to know that Warren has some flaws, (such as bad dietary habits), like we do.Nocera looks at business people in a balanced way. Movies and television tend to stereotype business people as ego driven and ethically challenged. Businessmen come across as some combination of JR Ewing on Dallas and Michael Douglas character in Wall Street.They are really more complicated. Nocera allows us to see the nuance of that complexity.Nocera said that in 1982, he was drawn from political journalism into business journalism. He saw the passion and drama of business stories in an era before CNBC and 24 hour business news.Nocera has spent time with the great business leaders of this era. His insights into Steven Jobs and Warren Buffett are fascinating but my favorite chapter is one on Michael Milken.Sometime in the late 1980's, I became fascinated with Milken and read every book written about him. Depending on the author, you got dramatically different portraits. Some books were intensely critical while others were puff pieces.Joe wrote a 1991 article for GQ that nailed the Milken story. It balanced good versus bad.Like Nocera does with many famous figures.Since the book covers a 25 year spread, Nocera gives a historical perspective to recent events. A good example was the saga of how Rupert Murdoch took over the Wall Street Journal.In a chapter called, "How the Bancrofts Blew it" Nocera includes a historic 1998 story in Fortune, when Elisabeth Goth Chelberg, a Kentucky horsewoman, started asking innocent questions about the company's stock price and management.She is part of the Bancroft family, which had own the publishing empire for 100 years. Rather than getting the family to "act like an owner," Elisabeth was given the family cold shoulder. If they had listened to Elisabeth in 1998, they could have addressed the long standing problems. 10 years later, it was too late.Some might view the Bancroft's as good guys. They put out an award winning newspaper. If you owned WSJ stock, they were bad guys. Management lost billions in businesses they didn't understand and missed numerous opportunities. The company violated their investors trust.Joe Nocera has knocked on the door of every business mover and shaker of the past 25 years. This collection inspires and provides a historic reference. Most of all, it captures our attention.The characters depicted are the people who have made American business what it is. They encourage and motivate us those of us who seek to follow in their footsteps.Sometimes business leaders are good guys and sometimes they are bad guys.We can learn much from both of their styles.2 of 4 people found the following review helpful. Good Guy, Bad Guys reviewBy T. StrattonEnjoyed the book; however most of it are reprints of columns from over the years...old news, that is. The book is well written. Read it if you enjoy reading about insights into the personalities of the business world.

The greatest columns and profiles by the bestselling coauthor of All the Devils Are Here. What's it like to be a top tobacco executive when your kid asks you about smoking? How did a young liberal arts major become the hottest tech-stock analyst of the '90s, and why did he self-destruct? How did one family's dysfunction change the media landscape?Some people think business journalism is all about balance sheets, income statements, and earnings per share. But if you want to answer the really interesting questions-about heroes and hucksters, visionaries and madmen, and other larger-than-life characters-you need a reporter like Joe Nocera.For more than twenty-five years Nocera has shed new light on the giants of the business world-Warren Buffett, T. Boone Pickens, Bob Nardelli-as well as on the less famous but equally fascinating. He builds stories around their motivations, personalities, and deepest characters. And instead of just pigeonholing them as good guys or bad guys, he explores the gray areas in between.

a Nocera demystifies the world of business with original thinking, brainy reporting, and the ability to see around

corners. . . . Nocera knows that persuasion isn't about haranguing, that it's better to lead the reader toward your conclusion and depart gracefully rather than hammer him over the head with it. a Jack Shafer, "Slate" About the Author Joe Nocera is a columnist for The New York Times, and co-author of *All the Devils are Here*. He spent ten years at Fortune as a contributing writer, editor at large, executive editor, and editorial director. He has won three Gerald Loeb awards for excellence in business journalism and was a finalist for a Pulitzer Prize in 2006. He lives in New York.