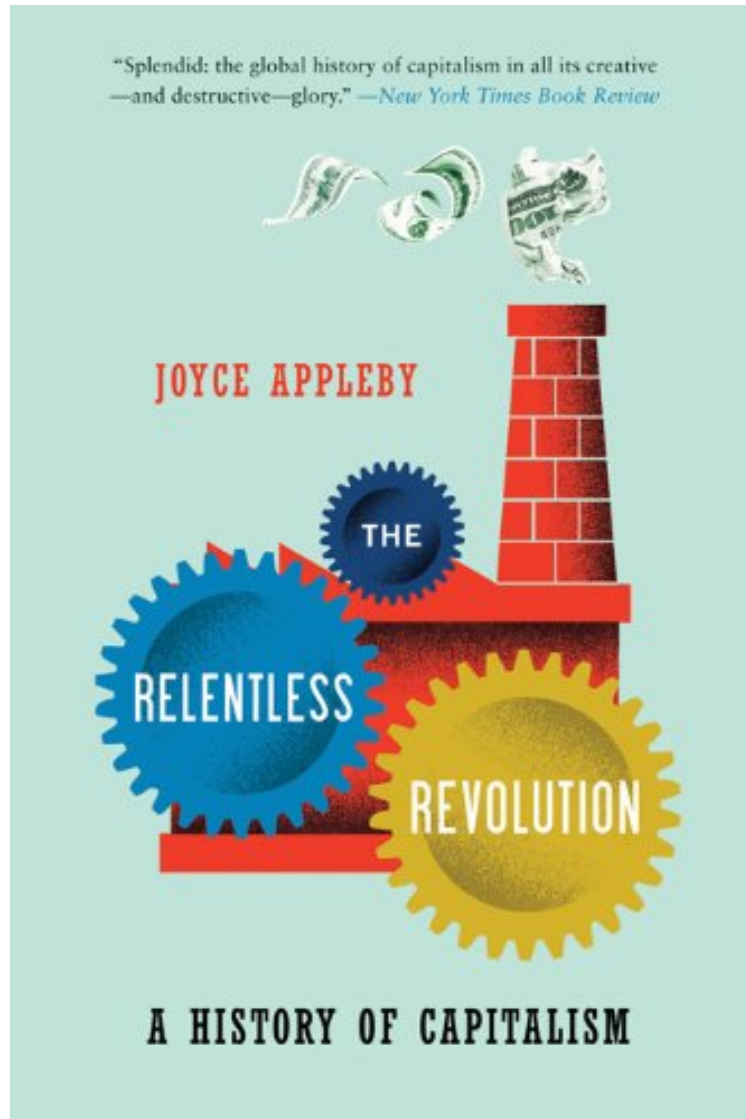


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## The Relentless Revolution: A History of Capitalism (Norton Paperback)

Joyce Appleby

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**Joyce Appleby : The Relentless Revolution: A History of Capitalism (Norton Paperback)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Relentless Revolution: A History of Capitalism (Norton Paperback):

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"Splendid: the global history of capitalism in all its creativemdash;and destructivemdash;glory." mdash;The New York Times Book Review With its deep roots and global scope, the capitalist system seems universal and timeless. The framework for our lives, it is a source of constant change, sometimes measured and predictable, sometimes drastic, out of control. Yet what is now ubiquitous was not always so. Capitalism was an unlikely development when it emerged from isolated changes in farming, trade, and manufacturing in early-modern England. Astute observers began to notice these changes and register their effects. Those in power began to harness these new practices to the state, enhancing both. A system generating wealth, power, and new ideas arose to reshape societies in a constant surge of change. Approaching capitalism as a culture, as a historical development that was by no means natural or inevitable, Joyce Appleby gives us a fascinating introduction to this most potent creation of mankind from its origins to its present global reach.

From Publishers Weekly Arguing that capitalism is a culturalmdash;rather than purely economicmdash;phenomenon, Appleby (*Liberalism and Republicanism in the Historical Imagination*) traces its trajectory through European, American, and Asian successes and setbacks, its unhappy experiments in colonization, the world wars, and into contemporary India and China. She narrates the rise of capitalism as a process of accretion, starting with Dutch agricultural innovations that were adopted and improved upon by the British. This set England on the path to controlling famine and, ultimately, freed capital and labor for trade. Appleby turns Marxism on its head as she proposes that the new social relations introduced in England as a result of converting common land into freeholds were the consequence, not the cause, of the transformation in English farming. If this sounds like breathless global time travel, it is still a laudable effort at demonstrating that there was nothing inevitable about the rise of capitalism. Both scholarly and accessible, this book unpacks a complex web of seemingly unrelated events; its dazzling achievements are tarnished only by multiple misnomers: there is no city called Calico in India (there's a Calicut) and no language called Hindu (it's Hindi). (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Historian Appleby traces capitalism (a system based on individual investments in the production of marketable goods) from early industrialization to the present global economy. She explores the benchmarks in capitalism's ascent, looking at how this system transformed politics while churning up practices, thoughts, values and ideals that had long prevailed within the cocoon of custom. It changed the way people thought and planned, and the author shows how different societies respond to its challenges up to the twenty-first century and the world recession of 2008ndash;09. She explains that the 2008 financial crisis was caused by the era of deregulation from the late 1970s to 1999, while vast sums of money circulated through global markets and the growth in financial assets outpaced real economic activity. Appleby concludes that since capitalism is a set of practices and institutions that permits billions of people to pursue their interests in the marketplace, it is highly likely that panics and bubbles will occur again. This is an excellent book. --Mary Whaley Stimulating history.