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A Splendid Exchange: How Trade Shaped the World from Prehistory to Today, by William J. Bernstein is a book on the history and development of trade throughout the globe, over human history. Bernstein focuses primarily on the history of trade,

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but does not shy away from the data required to offer a detailed and authoritative narrative of trade.

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Acclaimed by readers and critics around the globe, A Splendid Exchange is a

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epic story of global commerce, from its prehistoric origins to the myriad crises confronting it today. It travels from the sugar rush that brought the British to Jamaica in the seventeenth century to our current debates over globalization, from the silk route between China and Rome in the second century to the rise and fall of

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the Portuguese monopoly in spices in the sixteenth.

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The answer might lie in the velocity and the volume of the exchange of goods and services between nations—otherwise

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known as international trade. In these interesting times, the book "A Splendid Exchange – how trade shaped the world," by William J. Bernstein is greatly enlightening.

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Trade and empires Throughout A Splendid Exchange, Bernstein also highlights the dramatic impact trade has had in shaping empires. A constant theme is the important role of "choke points" in shipping trade, an issue that remains today in the Persian Gulf and other shipping lanes. The defeat of Athens by Sparta in 404 B.C. provides

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A Splendid Exchange: How Trade Shaped The World (London: Atlantic Books, 2008) is a book by American author William Bernstein

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A Splendid Exchange tells the epic story of global commerce, from its prehistoric origins to the myriad crises confronting it today. It travels from the sugar rush that brought the British to Jamaica in the seventeenth century to our current debates

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A Splendid Exchange: How Trade Shaped the World According to A Splendid Exchange, how did the prophet Muhammad become involved in trading? According to Bernstein, Muhammad got into the business of...

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~~the World Questions ...~~

“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 trade’s development is part of society’s natural progression toward prosperity, and he makes a convincing

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case that trade and trade policy have been the catalyst for the development of ambitious nations.

~~A Splendid Exchange | Grove Atlantic~~

William J. Bernstein, author of A Splendid Exchange: How Trade Shaped the World, talked with Qn about both the sweep and

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the intricacies of the endeavor through history. Moving goods around the globe is such an everyday phenomenon that it has become almost invisible.

~~How has trade shaped the world? | Yale Insights~~

A Splendid Exchange is a history book by

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William J. Bernstein published in 2008.

The work traces the origins and history of trade from the earliest examples to the modern day, demonstrating how the practice and growth of world trade shaped cultures and changed the course of history.

Bernstein opens his work with a story about an event that took place some time

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in 3,000 B.C. in Sumer.

~~A Splendid Exchange Summary~~
SuperSummary

In A Splendid Exchange, William J. Bernstein recounts similarly curious stories from the history of global trade, all while chronologically illustrating its

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progress. Here are 3 favorite, surprising lessons: One of the earliest trades in history dealt with stones. You never just trade the items you exchange.

~~A Splendid Exchange Summary — YET RAY~~

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Lively, authoritative, and astonishing in scope, A Splendid Exchange is a riveting

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narrative that views trade and globalization not in political terms, but rather as an evolutionary process as old as war and religion--a historical constant--that will continue to foster the growth of intellectual capital, shrink the world, and propel the trajectory of the human species.

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Among the Chinese prisoners taken at Talas were papermakers, who soon spread their wondrous craft into the Islamic world, and then to Europe, changing forever human culture and the course of

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history.”. ? William J. Bernstein, A

Splendid Exchange: How Trade Shaped the World from Prehistory to Today.

William J Bernstein

A Financial Times and Economist Best Book of the Year exploring world trade

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from Mesopotamia in 3,000 BC to modern globalization. How did trade evolve to the point where we don't think twice about biting into an apple from the other side of the world? In *A Splendid Exchange*, William J. Bernstein, bestselling author of *The Birth of Plenty*, traces the story of global commerce from its prehistoric

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Origins to the myriad controversies surrounding it today. Journey from ancient sailing ships carrying silk from China to Rome in the second century to the rise and fall of the Portuguese monopoly on spices in the sixteenth; from the American trade battles of the early twentieth century to the modern era of televisions from Taiwan,

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lettuce from Mexico, and T-shirts from China. Bernstein conveys trade and globalization not in political terms, but rather as an ever-evolving historical constant, like war or religion, that will continue to foster the growth of intellectual capital, shrink the world, and propel the trajectory of the human species.

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“[An] entertaining and greatly enlightening book.” —The New York Times “A work of which Adam Smith and Max Weber would have approved.”

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A Financial Times and Economist Best Book of the Year exploring world trade from Mesopotamia in 3,000 BC to modern globalization. How did trade evolve to the point where we don't think twice about biting into an apple from the other side of

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—Foreign Affairs “[Weaves] skillfully between rollicking adventures and scholarship.” —Pietra Rivoli, author of *The Travels of a T-Shirt in the Global Economy*

Traces the evolution of international trade, from ancient Mesopotamia to today's

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global marketplace, exploring the influence of commerce on agriculture, technology, politics, and civilization as a whole.

A captivating, illuminating, and sweeping historical narrative revealing the fascinating role media has played

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throughout the course of history. In “an engaging mix of theory, fact and enlightenment from across the millennia that wears its rich scholarship lightly,” *Masters of the Word* explains how new communication technologies and in particular our access to them, impacted human society (The Guardian). Writing

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was born thousands of years ago in Mesopotamia. Spreading to Sumer, and then Egypt, this revolutionary tool allowed rulers to extend their control far and wide, giving rise to the world's first empires. When Phoenician traders took their alphabet to Greece, literacy's first boom led to the birth of drama and democracy.

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In Rome, it helped spell the downfall of the Republic. Later, medieval scriptoria and vernacular bibles gave rise to religious dissent, and with the combination of cheaper paper and Gutenberg's printing press, the fuse of Reformation was lit. The Industrial Revolution brought the telegraph and the steam driven printing

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press, allowing information to move faster than ever before and to reach an even larger audience. But along with radio and television, these new technologies were more easily exploited by the powerful, as seen in Germany, the Soviet Union, even Rwanda, where radio incited genocide. With the rise of carbon duplicates

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(Russian samizdat), photocopying (the Pentagon Papers), the internet, social media and cell phones (the recent Arab Spring) more people have access to communications, making the world more connected than ever before. This “accessible, quite enjoyable, and highly informative read” will change the way you

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look at technology, history, and power (Booklist). “[Bernstein] enables us to see what remains the same, even as much has changed.” —Library Journal, “Editors’ Picks” “Riveting and thoroughly researched, it brims with interesting ideas and astonishing connections.” —Phil Lapsley, author of Exploding the Phone:

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The Untold Story of the Teenagers and Outlaws Who Hacked Ma Bell

“[Bernstein’s] narrative is succinct and extremely well sourced. . . . [He] reminds us of a number of technologies whose changed roles are less widely chronicled in conventional histories of the media.”

—Irish Times

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“Compact and immensely readable . . . a tour de force. Prepare to be amazed.” John C. Bogle, Founder and Former CEO, The Vanguard Group
Bernstein is widely respected as author of the bestseller, *The Intelligent Asset Allocator* Identifies and explains the four conditions necessary for

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human progress
“A house of wonders itself. . . .

William J. Bernstein
Wonderland inspires grins and well-what-
d'ya-knows” —The New York Times Book
Review From the New York

Times—bestselling author of How We Got
to Now and Unexpected Life, a look at the

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world-changing innovations we made while keeping ourselves entertained. This lushly illustrated history of popular entertainment takes a long-zoom approach, contending that the pursuit of novelty and wonder is a powerful driver of world-shaping technological change. Steven Johnson argues that, throughout

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history, the cutting edge of innovation lies wherever people are working the hardest to keep themselves and others amused.

Johnson's storytelling is just as delightful as the inventions he describes, full of surprising stops along the journey from simple concepts to complex modern systems. He introduces us to the colorful

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innovators of leisure: the explorers, proprietors, showmen, and artists who changed the trajectory of history with their luxurious wares, exotic meals, taverns, gambling tables, and magic shows. In Wonderland, Johnson compellingly argues that observers of technological and social trends should be looking for clues in novel

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amusements. You'll find the future wherever people are having the most fun.

A new take on trade law's roots in consensual exchange, illuminating coercive and exploitative dynamics undercutting both consent and trade.

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The extreme protectionism that contributed to a collapse of world trade in the 1930s is examined in light of the recent economic crisis. The recent economic crisis—with the plunge in the stock market, numerous bank failures and widespread financial distress, declining output and rising unemployment—has been

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reminiscent of the Great Depression. The Depression of the 1930s was marked by the spread of protectionist trade policies, which contributed to a collapse in world trade. Although policymakers today claim that they will resist the protectionist temptation, recessions are breeding grounds for economic nationalism, and

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countries may yet consider imposing higher trade barriers. In *Trade Policy Disaster*, Douglas Irwin examines what we know about trade policy during the traumatic decade of the 1930s and considers what we can learn from the policy missteps of the time. Irwin argues that the extreme protectionism of the

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1930s emerged as a consequence of policymakers' reluctance to abandon the gold standard and allow their currencies to depreciate. By ruling out exchange rate changes as an adjustment mechanism, policymakers turned instead to higher tariffs and other means of restricting imports. He offers a clear and concise

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exposition of such topics as the effect of higher trade barriers on the implosion of world trade; the impact of the Smoot-Hawley tariff of 1930; the reasons some countries adopted draconian trade restrictions (including exchange controls and import quotas) but others did not; the effect of preferential trade arrangements

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and bilateral clearing agreements on the multilateral system of world trade; and lessons for avoiding future trade wars.

This book explores English trade to Russia in the first half of the seventeenth century. Meticulously reconstructing commercial activities, personnel, and day-to-day

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business strategies of the Muscovy Company, it reveals the workings of a growing branch of early modern overseas trade linking Russia to intersecting markets across the globe.

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Sixteenth. Throughout, William Bernstein examines how our age-old dependency on trade has contributed to our planet's agricultural bounty, stimulated intellectual and industrial progress and made us both prosperous and vulnerable.

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