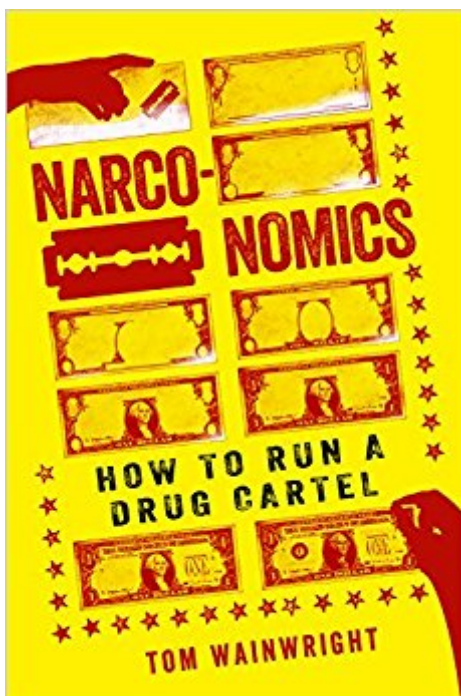


The book was found

Narconomics: How To Run A Drug Cartel



Synopsis

What drug lords learned from big businessHow does a budding cartel boss succeed (and survive) in the \$300 billion illegal drug business? By learning from the best, of course. From creating brand value to fine-tuning customer service, the folks running cartels have been attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola. And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work—and stop throwing away \$100 billion a year in a futile effort to win the “war” against this global, highly organized business. Your intrepid guide to the most exotic and brutal industry on earth is Tom Wainwright. Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers. The cast of characters includes “Bin Laden”; the Bolivian coca guide; “Old Lin”; the Salvadoran gang leader; “Starboy”; the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility. More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them.

Customer Reviews

An Best Book of February 2016: Chances are when you hear someone talking about the drug trade what comes to mind is an image from T.V. or the movies—seedy dealers, million-dollar busts, films like *Traffic* and shows like *The Wire*. In *Narconomics*, author Tom Wainwright looks at the drug business as a business. And it’s fascinating. We already know how internet shopping has changed the way people buy and sell goods, but in the course of his research Wainwright learned that all manner of illegal drugs are increasingly being bought and sold online, too. Interesting, right? Just wait until you read how customer service and product quality have been impacted by this change. And this is just one of the many ways in which an economist’s view paints a very different picture than the one we’re used to seeing. Wainwright’s fresh look at a decades-old problem shows not only how the narcotics industry is run, but also how the “war on drugs” could be more effective if

law enforcement started thinking about the drug business as just another corporate jungle. --Seira Wilson --This text refers to an alternate Paperback edition.

"Tom Wainwright has powerfully argued in favor of legalizing drugs. He says that the policies aimed at stifling the drug trade seem to be misdirected and have failed... a controversial but well-argued book... a must-read for everyone interested in solving the drug issue. Wainwright makes a lot of sense at a time when the world seems helpless against drug traffickers."—The Washington Book Review“[Wainwright's] book is courageous on several levels… [he] challenges everyone at once—the dealers, the drug czars, and the bystanders in between. A daring work of investigative journalism and a well-reasoned argument for smarter drug policies.”—Kirkus Reviews

[Download to continue reading...](#)

Narconomics: How to Run a Drug Cartel Wolf Boys: Two American Teenagers and Mexico's Most Dangerous Drug Cartel The Infiltrator: The True Story of One Man Against the Biggest Drug Cartel in History Bloodlines: The True Story of a Drug Cartel, the FBI, and the Battle for a Horse-Racing Dynasty Runner's World Run Less, Run Faster: Become a Faster, Stronger Runner with the Revolutionary 3-Run-a-Week Training Program Super Mario Run:Diary of Super Mario: Super Run for coins! (Unofficial Super Mario Run Book) Drug Addicts- Prescription Pill Drug Abuse: How to Deal With an Addict Adult, Friend, Family Member, Teen or Teenager Who is Addicted to Medications (Prescription Pill Drug Abuse Help) Confessions of a Cartel Hit Man The American Title Insurance Industry: How a Cartel Fleeces the American Consumer The Cali Cartel: Beyond Narcos The Cali Cartel: Beyond Narcos (War On Drugs Book 4) At the Devil's Table: The Untold Story of the Insider Who Brought Down the Cali Cartel El cartel de los sapos 2 (Spanish Edition) Priceless: The Case that Brought Down the Visa/MasterCard Bank Cartel Cartel: A Jason King Thriller (The Jason King Files Book 1) The Cartel Runner's World Run Less, Run Faster: Become a Faster, Stronger Runner with the Revolutionary FIRST Training Program Run Patty Run: The Story of a Very Special Long-Distance Runner Who Lights the Way for Others Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) Ready to Run: Unlocking Your Potential to Run Naturally

Contact Us

DMCA

Privacy

FAQ & Help