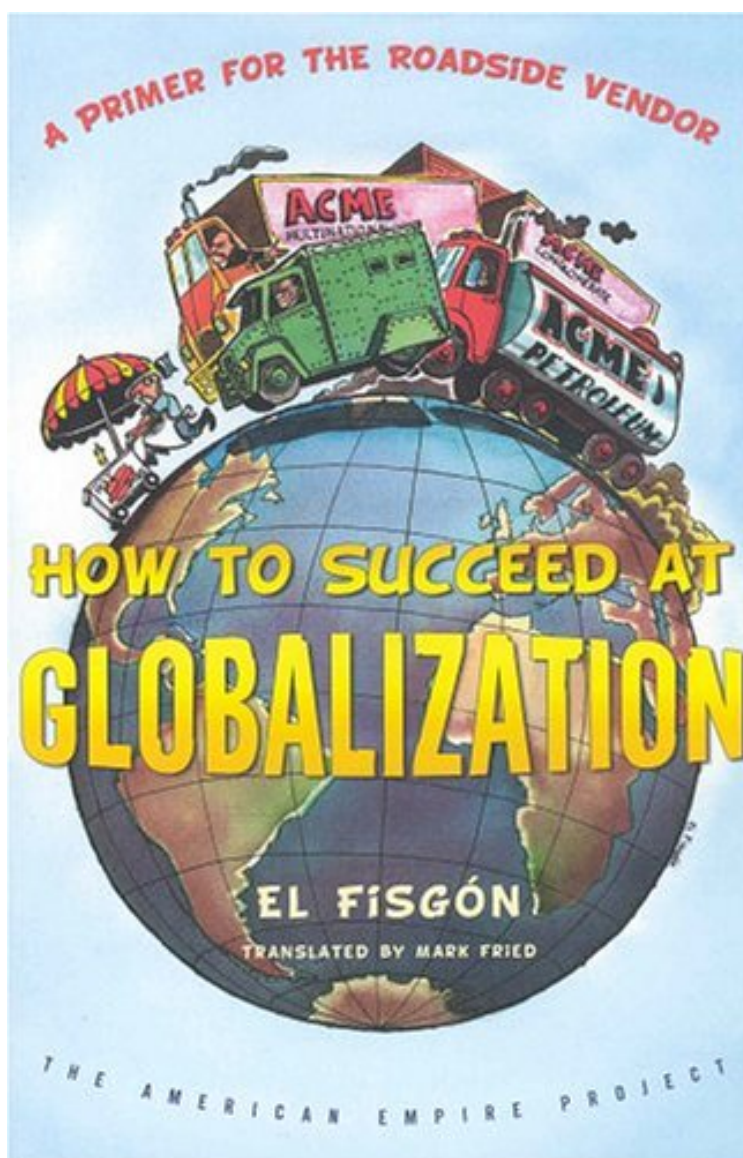


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How to Succeed at Globalization: A Primer for Roadside Vendors (American Empire Project)

El Fisgón

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El Fisgón : How to Succeed at Globalization: A Primer for Roadside Vendors (American Empire Project) before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Succeed at Globalization: A Primer for Roadside Vendors (American Empire Project):

2 of 2 people found the following review helpful. Brief but comprehensive. By customerA poor Mexican businessman crosses the Sonoran Desert into United States in search of the career guidance that will show him the way to financial success. He meets a "Career Consultant" who teaches him the history of business and introduces him (and us readers) to the world of colonialism, subsidies, globalization, neoliberalism, the free market, and war. This book tackles some very serious issues in an easy-to-read, and wonderfully illustrated format. It is a great introduction to anyone who is struggling to make sense of the complex world of globalization. A clever ending. 0 of 0 people found the following review helpful. Against Globalization... By Mark John Herrera Biting, yet the illustrations by the author, make this an (entertaining?!) informative read. Recommend. 0 of 0 people found the following review helpful. Five Stars By Pulleva Thank you.

A biting comic-book history of capitalism and globalization from the "dean of Mexico's vigorous corps of political cartoonists" (The New York Times) In hopes of curing his business woes, Charro Machorro—windshield washer, roadside vendor, and free-market enthusiast—pays a visit to a faith healer in the Arizona desert and learns more than he bargained for about how the free market really works. To increase his profits, the healer suggests, he should establish his company during the Middle Ages, gain a monopoly, exploit natural resources, break up unions (though currently he's the only employee), and, of course, become a multinational corporation. The healer's \$20,000 fee shows that she, at least, knows how to manage her own little business. In a single, hilarious rush, cartoonist Rafael Barajas, aka El Fisgón ("the peeper"), takes us from the dawn of capitalism to the age of global conglomerates, showing how the world economy developed and how it functions today. Amid the laughs, he offers a critique of a planet in which the few "globalize" to their endless benefit, while everyone else suffers poverty, famine, migration, and war. El Fisgón's graphically stunning, visually sophisticated book, filled with allusions to the history of art and cartooning, cleverly reverses every self-help manual for playing the market, teaching us not how to become rich but rather why so many remain poor.

From Publishers Weekly Mexican political cartoonist El Fisgón ("The Peeper") views history via economics in this sometimes amusing didactic work. For him, the villain is the free market economy model, and he blames globalization, Third World debt and the neoliberal economics of the IMF and WTO for every ill in society since the feudal age. While it's hard to argue that the neoliberal agenda has had generally disastrous consequences in South America and Africa since the 1980s, El Fisgón downplays the role that simple human greed plays in subverting every form of government, as the downfall of communism (which he acknowledges) shows. El Fisgón tells his story in a lively, accessible blend of text and pictures that prevents the work from coming across as a mere screed. Showing his versatility as an artist, El Fisgón mixes a variety of styles from elegantly realistic to broadly cartoony, along with images taken from Dürer and Doré to illustrate his wide-ranging thesis. As a broad economic history, the book often misses the mark with its simplistic finger-pointing. Its position on recent history—the belief, for instance, that the U.S. invasions of Afghanistan and Iraq were equally unwarranted—may come as a surprise to readers who think America is beloved in the rest of the Western Hemisphere. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author El Fisgón is Mexico's leading political cartoonist, author of seven cartoon books, co-founder of two satirical magazines, and illustrator of children's books. A winner of Mexico's National Journalism Prize, he lives in Mexico City.