



Bull Run: Wall Street, the Democrats, and the New Politics of Personal Finance

Daniel Gross

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This lively, illuminating look at how the Democrats became the party of Wall Street--and how all of us became investors--provides a surprising new perspective on today's booming stock market and its political ramifications.. During the historic bull market of the last decade, a series of powerful tremors rocked the financial world: global economic crises; the Internet explosion and day trading craze; the 401k boom. Perhaps the most seismic shift of all was the "democratization" of the stock market, as middle class investors joined the party and the Democrats followed suit, effectively ending a century-old tradition in which Republicans, never Democrats, were the party most solidly aligned with Wall Street. These developments have defined the last decade and will help set the political agenda for the next. We are entering an era when the personal finance is the political. In Bull Run, journalist Daniel Gross outlines these important changes and explores their implications for our country, our pocketbooks, and our two major parties. His fresh take on Wall Street, his provocative opinions on the new relationship between politics and finance, and a wealth of enlightening stories and examples make this book a must for Wall Streeters, business leaders, and anyone who wants to understand what's happening in the market--and what might happen next. During the historic bull market of the last decade, a series of powerful tremors rocked the financial world: global economic crises; the Internet explosion and day trading craze; the 401k boom. Perhaps the most seismic shift of all was the "democratization" of the stock market, as middle class investors joined the party and the Democrats followed suit, effectively ending a century-old tradition in which Republicans, never Democrats, were the party most solidly aligned with Wall Street. These developments have defined the last decade and will help set the political agenda for the next. We are entering an era when the personal finance is the political. In Bull Run, journalist Daniel Gross outlines these important changes and explores their implications for our country, our pocketbooks, and our two major parties. His fresh take on Wall Street, his provocative opinions on the new relationship between politics and finance, and a wealth of enlightening stories and examples make this book a must for Wall Streeters, business leaders, and anyone who wants to understand what's happening in the market--and what might happen next. *The first book to place this decade's stock market boom in a fascinating historical and political context * Gross's provocative take on today's political landscape is sure to generate interest among journalists, commentators, and opinion leaders covering the 2000 elections * Gross is the author of the New York Times business bestseller Forbes Greatest Business Stories of All Time .

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