



January, 2010

THE PURITAN GIFT

by Kenneth and William Hopper (I.B. Tauris, 2007)

This astonishing book about American managerial culture, from a pair of Scottish-born brothers, traces three centuries of commercial success back to the Puritan aptitude for innovation, discipline, and general management. In the last third of the twentieth century, the authors argue, American companies drifted away from those pragmatic capabilities. The result: the great meltdown of 2008. I'm not sure all their conclusions hold up, but I can say with certainty that **I've never read a business book that packed so much information, history, and insight into one compact volume.**

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