

Korea's postwar economic miracle as Gen. Park Chung-Hee's dictatorship (despite its corrupt machinations) set the economic groundwork that would lift Korea out of poverty. Though Korea's strategies are "heretical" to first world, free-market economists, Chang argues that the world's wealthiest nations historically relied on the same heavy-handed protectionist approaches in their quests for economic hegemony. These wealthy, first world economies, which "preach free market and free trade to the poor countries in order to capture larger shares of the latter's markets and to pre-empt the emergence of possible competitors" are Chang's "bad Samaritans." Chang builds his outsider stance through a history of capitalism and globalization and stories of other struggling countries' economic transformations. The resulting polemic about the shortcomings of neoliberal economic theory's belief in unlimited free-market competition and its effect on the developing world is provocative and may hold the key to similar miracles for some of the world's most troubled economies. (Jan.)

**The Eccentric Billionaire:
John D. MacArthur—Empire
Builder, Reluctant Philanthro-
pist, Relentless Adversary**

NANCY KRIPLEN. Amacom, \$24 (240p) ISBN 978-0-8144-0889-6

Starting with a bankrupt company in the depths of the Great Depression, John D. MacArthur and his wife, Catherine, built the hugely successful Bankers Life and Casualty through innovative policy design, aggressive sales and marketing, shrewd acquisitions, unconventional management and frequent battles with regulators to become pioneers in marketing health and long-term care insurance to lower-middle-class and elderly people. Beginning in the mid-1950s the MacArthurs met equal success in real estate development. As one of the world's first billionaires, John created the MacArthur Foundation, most famous for its "genius" awards. Journalist Kriplen's biography overlooks the business innovations for which the MacArthurs are known to place them in the context of their personal extended families. At its best describing

John's relations and business associates, Kriplen's volume offers deft though shallow profiles of many individuals without losing the main story. The book will be of interest to readers already familiar with the MacArthurs' business savvy who yearn for gleanings into their personal background, and do not expect a tell-all. (Jan.)

**The Pirate's Dilemma:
How Youth Culture Reinvented
Capitalism**

MATT MASON. Free Press, \$25 (288p) ISBN 978-1-4165-3218-7

Music journalist Mason, a former pirate radio and club DJ in London, explores how open source culture is changing the distribution and control of information and harnessing the "old" system of "punk capitalism" to new market conditions governing society. According to Mason, this movement's creators operate according to piratical tactics and are changing the very nature of our economy. He charts the rise of the ideas and social experiments behind these latter-day pirates, citing the work of academics, historians and innovators across a multitude of fields. He also explores contributions by visionaries like Andy Warhol, 50 Cent and Dr. Yuref Hamied, who was called a "pirate and a thief" after producing anti-HIV drugs for Third World countries that cost as little as \$1 a day to produce. Pirates, Mason states, sail uncharted waters where traditional rules don't apply. As a result, they offer great ways to service the public's best interests. According to Mason, how people, corporations and governments react to these changes is one of the most important economic and cultural questions of the 21st century. Well-written, entertaining and highly original, Mason offers a fascinating view of the revolutionary forces shaping the world as we know it. (Jan. 8)

**Sellout: The Politics of
Racial Betrayal**

RANDALL KENNEDY. Pantheon, \$22 (224p) ISBN 978-0-375-42543-1

Accusations of "selling out"—of betraying or neglecting the interests of blacks to curry favor with whites—are among the most damaging that African-Americans level at each other, accord-

ing to Harvard law professor Kennedy. Called a sellout himself after his book *Nigger: The Strange Career of a Troublesome Word* appeared, Kennedy here explores the charge's potency. He recounts the centuries-long history of sellout rhetoric—sometimes rooted in real betrayals by blacks who echoed white supremacist ideology or informed on slave rebellions or civil rights organizations—and examines its role both in uniting the black community against racism and in stifling debate within the community. A long chapter analyzes conservative Supreme Court Justice Clarence Thomas, whom Kennedy acquits of sellout charges, and a fascinating discussion of racial categories and "White Negroes"—blacks who pass as white—shows how murky the concept of racial loyalty is. Kennedy finds sellout rhetoric to be overblown—often aimed at blacks guilty only of success—but won't entirely repudiate it. African-Americans should "be subject to having citizenship in Black America revoked" if they repudiate "even a minimal communal allegiance" (although Kennedy is hard-pressed to think of plausible instances where this might apply). His is a lively, thoughtful, provocative commentary on a centerpiece of black identity politics. (Jan. 8)

**They Knew They Were Right:
The Rise of the Neocons**

JACOB HEILBRUNN. Doubleday, \$26 (320p) ISBN 978-0-385-51181-0

News of neoconservatism's demise has been greatly exaggerated, according to prolific journalist Heilbrunn, who profiles the largely (though by no means exclusively) Jewish makeup of the movement. Heilbrunn roots his interpretation of neoconservatism's Jewish character in the American immigrant experience, the persistent memory of the Holocaust and Western appeasement of Hitler, among other phenomena. Charting the movement's philosophy from its inception through the foreign policy vision crafted in the 1970s and the culture wars of the 1980s and '90s, Heilbrunn employs a quasi-biblical spin echoed in Old Testament-inspired chapter headings. With the exception of his grasp of neoconservatism's right-wing Christian contingent, Heil-