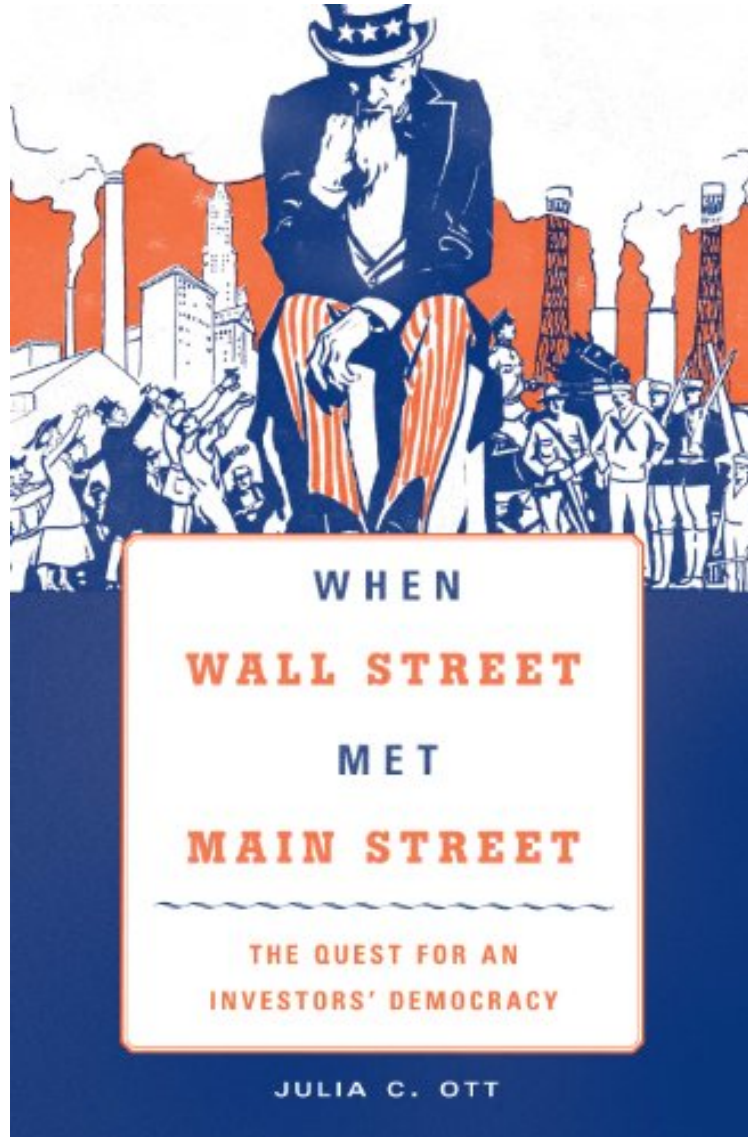


[Download] When Wall Street Met Main Street

When Wall Street Met Main Street

Julia C. Ott

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Julia C. Ott : When Wall Street Met Main Street before purchasing it in order to gage whether or not it would be worth my time, and all praised When Wall Street Met Main Street:

3 of 3 people found the following review helpful. Fascinating topic, very well written (even captivating), with incredible amount of researchBy Shawn S. SullivanJulia Ott's When Wall Street Met Main Street is incredibly well researched and well written book on 20th Century American history and capitalism, with specific regard to the individual investor becoming involved in the financial markets. Her work is captivating as she documents the rocky, deceptive, and unregulated road that investors faced in the nascent stages of our financial markets. The pressures, often

unbelievably harsh and cruel, for hardscrabble citizens to buy bonds war bonds (WWI) are almost hard to believe. Her mastery of the topics covered shows a real labor of love. Professor Ott does a terrific job showing the development of the individual investor. The "Everyman" as she wonderfully puts it. She covers a topic I candidly had never given much thought to — how capitalism can be viewed historically and how it played into our history and the development of the capital markets we have today. Her knowledge of the various theorists of the day is without parallel and a real lesson for even the most serious of readers. The research that went into *When Wall Street Met Main Street* is truly stunning. And so well documented that certain readers, myself among them, might well find some really interesting reads in her 67 pages of notes to a 225 page book. Remarkable stuff and a wonderfully valuable book to read and have on one's bookshelf with other important topics of 20th Century American History and economics/financial market regulation. The New School, a really wonderful place, is lucky to have her on their faculty. I highly recommend reading this book.

2 of 2 people found the following review helpful. Detailed and Delightful
By econtext
This is a great and important book. The author asks, and answers, the question: what happened that changed the stock market from a place for the wealthy elite, to something that everyday Americans could participate in? This shift is an important one, in how people viewed the stock market, how they understood investment, and how wall street managed to steal back their legitimacy that they had lost in earlier market crashes. This book is at its best when it describes government bond drives during WW1 (and their use of propaganda) and the strategies bore out by corporations to reinvent themselves in the public eye (and profit on all the new, naive investors). Though this book can sometimes be a thick read, it makes for a good rainy day nonfiction; curled up on the couch, its easy to get lost in the details of an amazing and little known history of ourselves, as investors on main street.

The financial crisis of 2008 made Americans keenly aware of the impact Wall Street has on the economic well-being of the nation and its citizenry. Ott shows how the government, corporations, and financial institutions transformed stock investment from an elite to a mass practice at the beginning of the twentieth century.

A brilliant examination of the origins of our investors' democracy. Ott reveals how participation in financial markets became the embodiment of citizenship. Beautifully written and rigorously researched, she makes clear that our contemporary entanglement with finance is nothing new.

--Stephen Mihm, author of "A Nation of Counterfeiters" An excellent and pathbreaking analysis of the struggle to find in "shareholder democracy" a remedy for the inequality and social and political discontent that has troubled American society since the industrial revolution began.

--Steve Fraser, author of "Every Man a Speculator" Ott's stunning book provides much needed history to a modern America that takes mutual funds, 401ks, and stock options for granted. With imaginative research, sophisticated analysis, and engaging writing, Ott astutely reveals the benefits and costs of becoming a nation of stockholders.

--Lizabeth Cohen, author of "A Consumers' Republic" Julia Ott has written an important book for our times, after a financial crisis has us wondering if our financial markets, in their current form, really promote individual wellbeing as they should. We have to learn from the past, and invent a new and better capitalism for the future.

--Robert Shiller, author of "Irrational Exuberance" In the 21st century the savings of Americans are highly dependent on returns from stock-market investments that are buffeted by speculation and subject to manipulation by insiders. In this timely and outstanding book, Ott documents how Americans were initially lured into this dependence and provides key insights for understanding why.

--William Lazonick, author of "Sustainable Prosperity in the New Economy?"

About the Author
Julia C. Ott is Assistant Professor of History at The New School for Social Research.