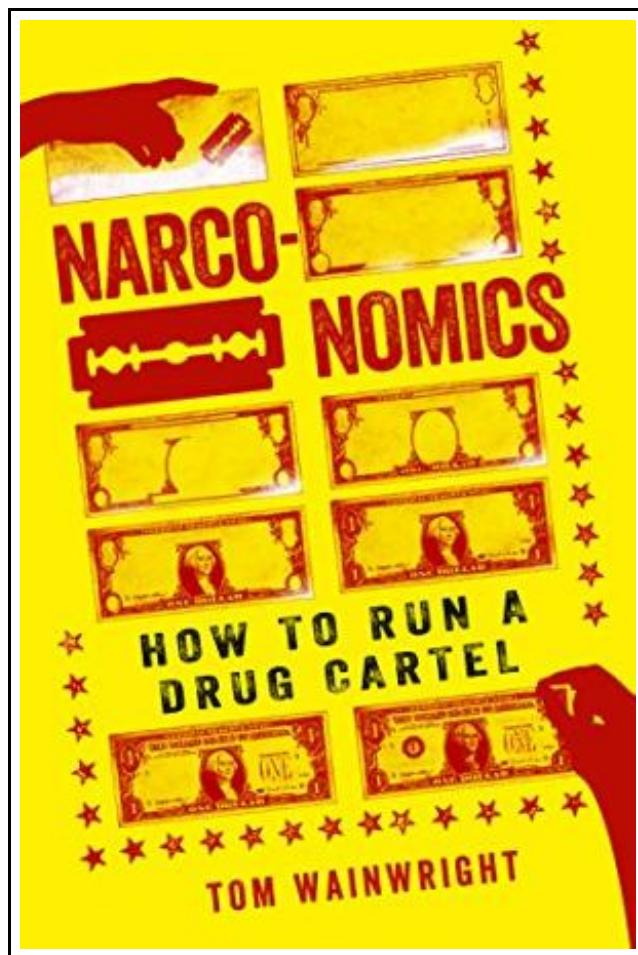


## Narconomics: How to Run a Drug Cartel



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The Perseus Books Group. Hardback. Book Condition: new. BRAND NEW, Narconomics: How to Run a Drug Cartel, Tom Wainwright, This is a unique look into the huge and fascinating multi-billion dollar international drug industry. Rather than reporting it as a war, Wainwright looked at the drug trade as a business, with a quarter billion customers and worldwide revenues of about \$300 billion a year with similar concerns as any Fortune 500 business, such as human resources, outsourcing and corporate social responsibility. Some of Wainwright's insights to help turn the way we think about the war on drugs on its head include: Supply and demand. Drug cartels, as monopoly-buyers, use tactics like forcing their suppliers, the farmers, to absorb price shocks when coca fields are eradicated, rather than absorb it themselves. Research and development. The cartels have invested in innovative ways to increase yield from coca plants; so even though less coca is now grown, it yields more cocaine, thus keeping the supply chain in good shape. Mergers and acquisitions. Why the violence and bloody battles of the Mexican cartels have been generated by opportunistic takeover attempts. Competition and collusion. Why the mafias running El Salvador's drug gangs realized that violent competition was hurting profits and opted for a strategy of collusion. Social responsibility. How cartels give back to society by meeting social needs that governments have been unable to satisfy. Media relations. How dedicated press officers communicate with (and threaten) local journalists to secure the kind of coverage the cartel wants and use the media to send intimidating messages to their rivals. Human resource models. How cartels, in a business with a high turnover of personnel because of all the killing, use prisons as employment agencies and training academies to ensure a steady stream of new recruits for jobs...

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