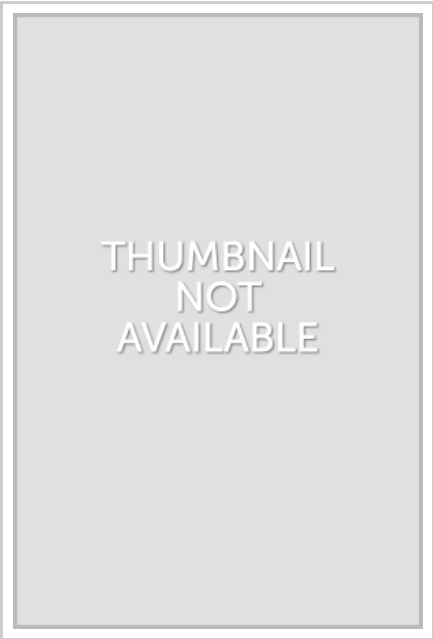


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The Winner-Take-All Society: Why the Few at the Top Get So Much More Than the Rest of Us (Paperback)

By Robert H. Frank, Philip J. Cook

Ebury Publishing, United Kingdom, 2010. Paperback. Book Condition: New. 192 x 126 mm. Language: English . Brand New Book. Why does the top one per cent of the population capture such a disproportionate amount of the wealth? Why do top athletes win dozens of sponsorship deals, yet competitors who finish just moments behind struggle to attract a single deal? Why does one product become a runaway success, while others flounder and fail? The answer is the rise of winner-take-all markets, in which small differences in performance lead to huge differences in reward. More relevant today than ever before, this fascinating book shows how in business, as in sport, thousands are competing for only a handful of top prizes. As Robert Frank and Philip J Cook reveal, this relentless emphasis on coming out on top has shaped our society and how we define success in troubling ways, creating growing income inequality and an enormous misallocation of talent, as more and more gifted people seek the big bucks and limelight of lucrative yet non-essential careers while vital professions scramble to attract staff. But there are measures we can take to create a more equitable and more prosperous future, and The Winner-Take-All Society...

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