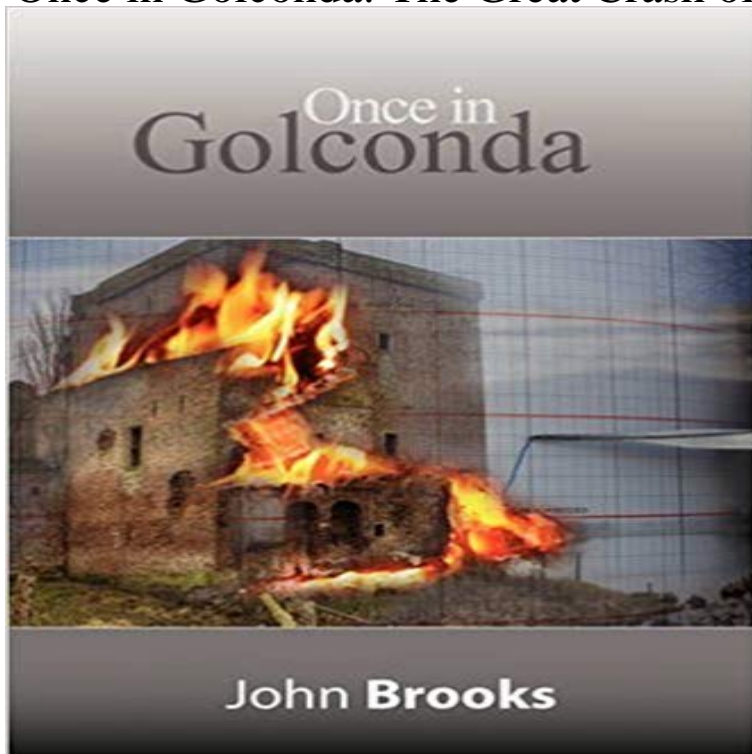


## Once in Golconda: The Great Crash of 1929 and its aftershocks



Once in Golconda In this book, John Brooks—who was one of the most elegant of all business writers—perfectly catches the flavor of one of history's best-known financial dramas: the 1929 crash and its aftershocks. It's packed with parallels and parables for the modern reader. *Once in Golconda* is a dramatic chronicle of the breathtaking rise, devastating fall, and painstaking rebirth of Wall Street in the years between the wars. Focusing on the lives and fortunes of some of the era's most memorable traders, bankers, boosters, and frauds, John Brooks brings to vivid life all the ruthlessness, greed, and reckless euphoria of the 20s bull market, the desperation of the days leading up to the crash of '29, and the bitterness of the years that followed. It's all there in *Once in Golconda*—the avarice of an era that favored the rich; and the later anguish of myriads of speculators doomed by a bloated market, easy credit, and their own cupidity and stupidity.

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