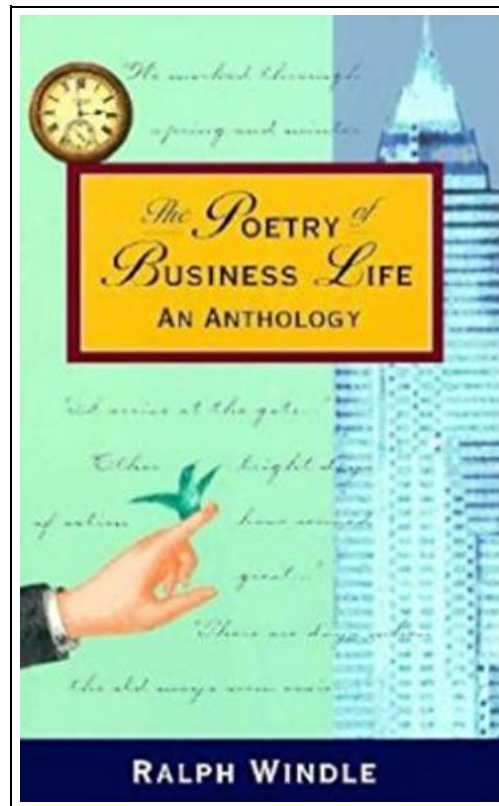


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BERRETT-KOEHLER, United States, 1995. Paperback. Condition: New. Language: English . Brand New Book. Love, death, religion, relationships-these subjects typically inspire collections of poetry. But business? Most people think of business and poetry as two separate and incompatible areas of life. In February 1991, Alan Farnham expressed this common belief when he wrote in Fortune Magazine, Not many people in business feel an urge to write verse about their work. Challenged by this statement, Ralph Windle began a three-year search for the poetry of business life-and found a profusion of verse exploring all aspects of business. The author s research revealed that not only is there a large body of business poetry in existence today, but business has been the subject of poems since the invention of the written word. The poems in this collection range from early agribusiness to the ever-present entrepreneur, merchant, banker, and-with the coming of the industrial age-the worker and manager; right up to twentieth-century concerns with global travel, technology, and the complexities of office life. Included are the works of more than seventy poets, and twice that many pieces. Young, unpublished business poets rub elbows with widely published contemporary writers such as James Autry, Harry Newman, and Dana Gioia, as well as some of the most distinguished names in poetic literature-including Shakespeare, Chaucer, Tennyson, and Kipling. With poems that cover a wide variety of topics and professions-from David Alpaugh s A California Adman Celebrates His Art to Richard Ellis Roberts Overheard at the Literary Party ; from Constance Alexander s Outplacement Blues to Bertie Ramsbottom s Death By Merger -this anthology offers something for every reader. In an age when most people spend the majority of their waking lives involved in some kind of business, it seems natural that poetry, which is the essence of human...



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