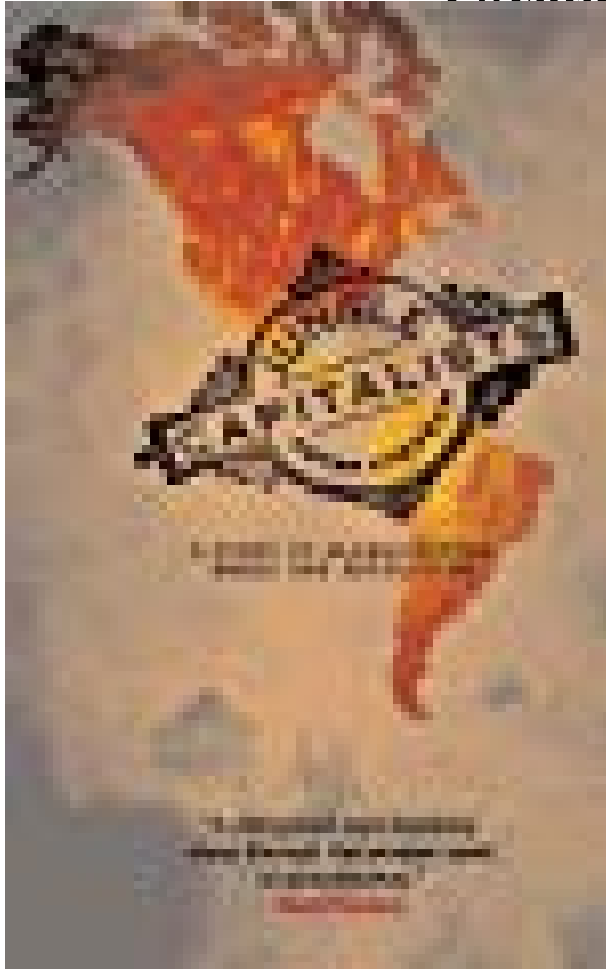


Jungle Capitalists: A Story of Globalisation, Greed and Revolution: United Fruit and the Invention of Twentieth-century Greed



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In this powerful and gripping book, Peter Chapman shows how the pioneering example of the banana importer United Fruit set the precedent for the institutionalized greed of today's multinational companies. From the business's 19th Century beginnings in the jungles of Costa Rica, via the mass-marketing of the banana as the original fast food, United Fruit's involvement in bloody coups in Guatemala and El Salvador, the mid-1970s and the spectacular suicide on Park Avenue of the company's chairman, from its bullying business practices to its covert links to the US government, United Fruit blazed the trail of global capitalism through the 20th Century. Chapman weaves a dramatic tale of big business, lies and power to show how one company pioneered the growth of globalization and - in doing so - has helped farm the banana to the point of extinction.