

Seyler, Dorothy U. *The Obelisk and the Englishman: The Pioneering Discoveries of Egyptologist William Bankes.* Prometheus. May 2015. 300p. illus. notes. bibliog. index. ISBN 9781633880368. \$26; ebk. ISBN 9781633880375. HIST

This narrative has all of the makings of a fictional account—adventures in ancient Egypt, hobnobbing with the British upper crust, a little bit of archaeology, and even a complex hero. But Seyler (emerita, English, Northern Virginia Community Coll.) details the real life of the relatively unknown explorer William John Bankes (1786–1855). The author weaves a fascinating tale of Bankes’s archaeological discoveries in Europe, Egypt, Jordan, and Syria; adventures with famous friends such as Lord Byron and the Duke of Wellington; days as a member of Parliament; and even his subject’s various sex scandals. Bankes was clearly a product of his time and social background, but one wonders if there are more psychological aspects than Seyler lets on (she does not gossip). Readers are left wondering why Bankes didn’t publish more of his scholarly work, why he disregarded England’s draconian sex laws only to have dalliances with men in public places (with the second offence forcing him to flee England because the punishment was death by hanging), why he returned to England to visit his house, and why he engaged in unexplained shopping sprees toward the end of his life. **VERDICT** An intriguing biography that has enough history, archaeology, and scandal for everyone.—*Melissa Aho, Univ. of Minnesota Bio-Medical Lib., Minneapolis*

ECONOMICS

Batra, Ravi. *End Unemployment Now: How to Eliminate Joblessness, Debt, and Poverty Despite Congress.* Palgrave Macmillan. May 2015. 256p. illus. notes. bibliog. ISBN 9781137280077. \$28; ebk. ISBN 9781466878891. ECON

Batra (economics, Southern Methodist Univ.; *The New Golden Age*) writes how President Barack Obama, or any American president, can radically reform the U.S. economy without the aid or obstruction of Congress. He argues that monopoly capitalism and political oligarchy have eliminated the competitive market that makes regulated capitalism so vibrant. Batra details the rise of a few giant multinationals in oil, banking, and pharmaceuticals, and their collusion with corrupted politicians to keep prices and profits high while driving down wages—he sees the widening gap between productivity gains and artificially low wages as the fundamental problem. The book then describes how the president could use executive agencies

to restore competitive markets by breaking up economic cartels, using federal agencies to force oil companies, drug manufacturers, and huge banks to compete, and developing policies that support labor unions and consumers in re-creating the high tax, high growth, high wage economy of the post-World War II era. **VERDICT** Batra writes passionately about a novel solution to the broken political and economic system in today’s America.—*Duncan Stewart, Univ. of Iowa Libs., Iowa City*

Branch, Miko with Titi Branch. *Miss Jessie’s: Creating a Successful Business from Scratch—Naturally.* Amistad: HarperCollins. Apr. 2015. 320p. ISBN 9780062329189. \$24.99; ebk. ISBN 9780062329202. BUS

Starting your own business is risky. There’s no formula or guarantee for success; odds are that your company will fail. Entrepreneurs who know this are at an advantage because they learn how to take calculated risks and invest wisely. Coauthors Miko and Titi cofounded Miss Jessie’s Salon and the hair care line Miss Jessie’s. Miko narrates the book, guiding all aspiring entrepreneurs with her rise to success. As a young girl, the sisters watched their grandmother Miss Jessie make hair products in her kitchen.

This gave them the inspiration to start their own salon, which fortuitously helped start the natural hair movement in the African American community. Often giving the book the feel of an autobiography, Miko recalls her journey through each minor success and failure while simultaneously commemorating the shifts in black culture by providing insights into the changing world of hip-hop that only a young black woman from the Bronx would be able to describe. **VERDICT** Branch proves that minorities in business can help shape the world. She offers an enlightened view of how anyone can create success through hard work and no fear of failure. If Branch can do it, so can the rest of us.—*Cicely Douglas, Palm Beach Cty. Lib. Syst., FL*

★ **Kotler, Philip.** *Confronting Capitalism: Real Solutions for a Troubled Economic System.* AMACOM. Apr. 2015. 256p. notes. index. ISBN 9780814436455. \$26; ebk. ISBN 9780814436462. ECON

Though known for his writings on marketing, Kotler (marketing, Northwestern Univ.) is a trained economist. His intent here is to examine the flaws in modern capitalism for a wide audience. He identifies 14 interrelated shortcomings, such as the persis-

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★ “A STUNNING MEMOIR OF CULTURAL TRAUMA AND PERSONAL IDENTITY.”

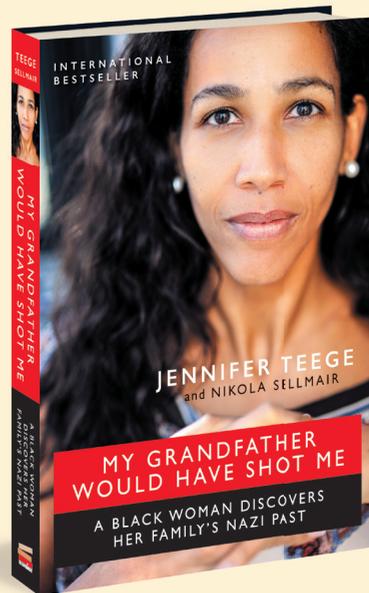
—*Booklist, starred review*

“Jennifer Teege’s new memoir traces the pain of discovering her grandfather was the real-life ‘Nazi butcher’ from *Schindler’s List*.”

—*People magazine*

“[A] nuanced, universally appealing portrait of an individual searching for her place in the world. Just as Teege’s chance encounter with a library book led her to question the fundamental assumptions of her life, so too the reader. . . will be forced to reconsider the wide-ranging impact of past injustices on present-day relationships.”

—*The Jewish Book Council*



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