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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Capitalism vs. Freedom** The Toll Road to Serfdom  Rob Larson  For years, we’ve been taught that capitalism is good for freedom. Dominant right-wing talk radio hosts to this day recommend “libertarian” classics like Hayek’s Road to Serfdom and Friedman’s Capitalism and Freedom that claim markets free us, and this picture still dominates the schools and the political spectrum. Well get bent, one percent, because Rob Larson’s Capitalism vs. Freedom: The Toll Road to Serfdom puts big business under a microscope. This book debunks the conservative classics while demonstrating that the marketplace has its own great centers of power, which the libertarian tradition itself claims is a limit to freedom. In fact, Larson illustrates how capitalism fails both this and other concepts of human liberty, not just failing to establish a right to a share of society’s production, but also leaving us subject to the great power plays of the one percent’s corporate property.  **Author Bio** Rob Larson is a professor of economics at Tacoma Community College in Washington State and the author of Bleakonomics. He's written broadly, including for In These Times, Dollars & Sense and Jacobin, and has appeared on Alternative Radio and other programs. Online: [Facebook](https://www.facebook.com/rob.larson.73), [Twitter](http://www.twitter.com/#!/https://twitter.com/IronicProfessor)  **Previous Titles** Bleakonomics (9780745332673) Pluto Press, 2012.  **Endorsements** *The ravages of the neoliberal assault on the global population have by now reached the point where they are literally threatening decent survival, not in the distant future. This eloquent study reveals clearly the roots of the problems and their severe dimensions, and calls for renewal of the inspiring vision of libertarian socialism that was displaced and marginalized through the past century but can be revived within the guidelines that are outlined here, expanding on important initiatives already underway.* ***Noam Chomsky***  **Promotional Plans** Continue to seek prominent endorsements and place articles in key journals. Present title to university faculty members for required reading on politics, business and economics courses. Interviews on radical political podcasts and radio. Social media promotion, crossed with Zero Books thriving social platforms and podcast Zero Squared.  **USP** Capitalism vs. Freedom fills an unexploited niche in its direct and detailed challenge to the universal claim of “freedom” under market capitalism, and its challenge of “libertarianism” directly from a socialist stance in this unusually humorous political economic polemic.  **Competing Books** Triumph of the Market 9780896085213, by Ed Herman South End Press, 1995  **Categories** POLITICAL SCIENCE (General)(POL042050) -> Political Ideologies (General)(POL042050) -> Libertarianism(POL042050) BUSINESS & ECONOMICS (General)(BUS029000) -> Free Enterprise(BUS029000) POLITICAL SCIENCE (General)(POL035000) -> Political Freedom(POL035000) |  | **Publication Date** June 2018  **Paperback** ISBN: 978-1-78535-733-6 $24.95  |  £14.99 8.5x5.5 inches | 216x140 mm 248PP  **e-book** ISBN: 978-1-78535-734-3 $19.99  |  £11.99  **Library of Congress** 2017940002 |
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