

Narconomics: How to Run a Drug Cartel

By Tom Wainwright

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What drug lords learned from big business

How does a budding cartel boss succeed (and survive) in the 300 billion illegal drug business? By learning from the best, of course. From creating brand value to fine-tuning customer service, the folks running cartels have been attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola.

And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work—and stop throwing away 100 billion a year in a futile effort to win the “war” against this global, highly organized business.

Your intrepid guide to the most exotic and brutal industry on earth is Tom Wainwright. Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers.

The cast of characters includes “Bin Laden,” the Bolivian coca guide; “Old Lin,” the Salvadoran gang leader; “Starboy,” the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility.

More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them.

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Editorial Review

Amazon.com Review
An Amazon Best Book of February 2016: Chances are when you hear someone talking about the drug trade what comes to mind is an image from T.V. or the movies—seedy dealers, million-dollar busts, films like *Traffic* and shows like *The Wire*. In *Narconomics*, author Tom Wainwright looks at the drug business as…a business. And it's fascinating. We already know how internet shopping has changed the way people buy and sell goods, but in the course of his research Wainwright learned that all manner of illegal drugs are increasingly being bought and sold online, too. Interesting, right? Just wait until you read how customer service and product quality have been impacted by this change… And this is just one of the many ways in which an economist's view paints a very different picture than the one we're used to seeing. Wainwright's fresh look at a decades-old problem shows not only how the narcotics industry is run, but also how the "war on drugs" could be more effective if law enforcement started thinking about the drug business as just another corporate jungle. --*Seira Wilson*

Review
"*Narconomics* is the book that Sean Penn wanted to write. Tom Wainwright may not have interviewed Joaquin "El Chapo" Guzman, but he did talk to drug kingpins every bit as ruthless and intimidating in writing this book…[and] he makes a convincing case…[*Narconomics*] presents an incisive look into a worldwide problem. Few Americans have escaped the corrosive influence of the drug trade on a family member or friend; this book explains the magnitude of the problem."—***The Washington Times***

"Tom Wainwright of the *Economist* brings a fine and balanced analytical mind to some very good research…"—***Minneapolis Star Tribune***

"*Narconomics: How to Run a Drug Cartel* could not have come at a more pertinent time…*The Economist*'s former Mexico City correspondent offers some needed context to the region wide debate over drug policy."—***Americas Quarterly***

"[Wainwright's] book is courageous on several levels… [he] challenges everyone at once—the dealers, the drug czars, and the bystanders in between. A daring work of investigative journalism and a well-reasoned argument for smarter drug policies."—***Kirkus Reviews***

"[Tom Wainwright] brings a fine and balanced analytical mind to some very good research…By looking at the drug trade as a business, Wainwright is able to reveal much about why it wreaks such havoc in Central and South America. Wainwright show[s] how drug violence is not so much senseless but the devastating result of economic calculations taken to their brutal extreme. [His] conclusion is titled 'Why Economists Make the Best Police Officers.' It is one of the pithiest and most persuasive arguments for drug law reform I have ever read."—**Misha Glenny,** ***New York Times Sunday Book Review***

"A lively and engaging book, informed by both dogged reporting and gleanings from academic research..."—***Wall Street Journal***

"A cracking read."—***Reuters***

"One of the most exciting business books of the last few years."—***Management Today***

"Tom Wainwright has powerfully argued in favor of legalizing drugs. He says that the policies aimed at stifling the drug trade seem to be misdirected and have failed... a controversial but well-argued book... a must-read for everyone interested in solving the drug issue. Wainwright makes a lot of sense at a time when the world seems helpless against drug traffickers."—***The Washington Book Review***

About the Author

Tom Wainwright is the Britain editor of The *Economist*. Until 2013 he was the Mexico City bureau chief of The *Economist*, covering Mexico, Central America and the Caribbean, as well as parts of South America and the United States border region. He has been a commentator on the drugs business on CNN, the BBC and NPR, among others. He has a first-class degree in philosophy, politics, and economics from Oxford University. Wainwright lives in London, England.

Users Review

From reader reviews:

Woodrow Harker:

Spent a free time to be fun activity to complete! A lot of people spent their leisure time with their family, or their very own friends. Usually they performing activity like watching television, gonna beach, or picnic from the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your free time/ holiday? May be reading a book might be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to test look for book, may be the book untitled Narconomics: How to Run a Drug Cartel can be good book to read. May be it is usually best activity to you.

Sheila Powell:

The reason? Because this Narconomics: How to Run a Drug Cartel is an unordinary book that the inside of the publication waiting for you to snap this but latter it will jolt you with the secret that inside. Reading this book close to it was fantastic author who write the book in such wonderful way makes the content inside easier to understand, entertaining way but still convey the meaning totally. So , it is good for you for not hesitating having this nowadays or you going to regret it. This phenomenal book will give you a lot of gains than the other book possess such as help improving your ability and your critical thinking method. So , still want to delay having that book? If I had been you I will go to the e-book store hurriedly.

Richard Delarosa:

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