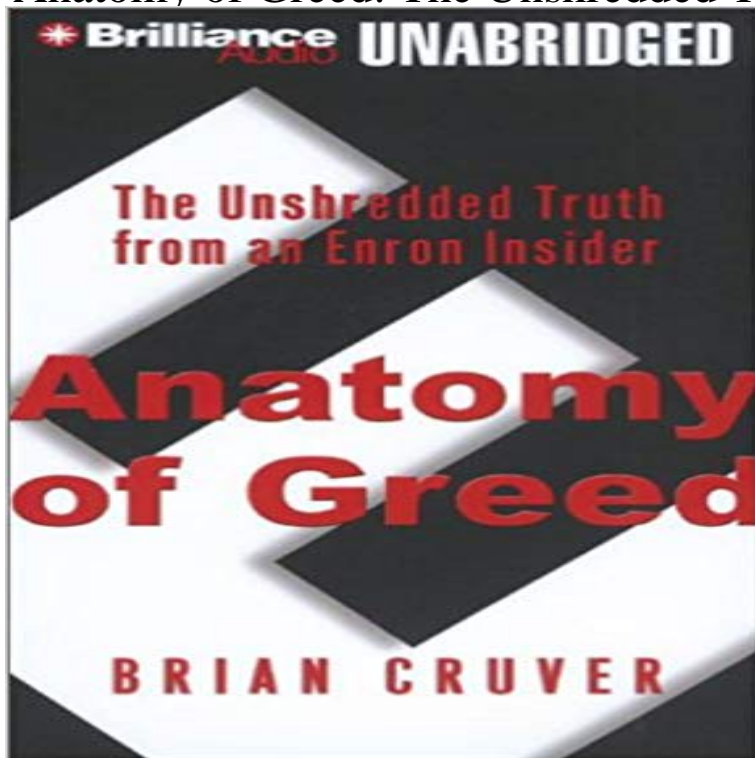


## Anatomy of Greed: The Unshredded Truth from an Enron Insider



Brian Cruver first entered the Death Star, Enrons office complex, in March 2001. He was twenty-nine years old, an eager MBA ready to cash in as a new hire with one of Americas most highly valued companies. But, from his first daywhen his new boss warned him, there was a mix-up in the hiring process, but that it was no big deal...just think of it like youre adoptedto his last, when he and his colleagues were given thirty minutes to leave the building, Cruver found himself enmeshed in a business cult that each day grew only more bizarre. With dark humor and page-turning momentum, Cruver lays out firsthand: the giddy group-think nurtured by Enrons leadership, whose incessant cheerleading for the companys stock price rendered many Enronians unable to believe that they were routinely being spoon-fed lies; the rank and yank peer review process that fostered horse-trading among managers over which employees would be given poor evaluations; the traders who made dubious deals to ensure their own lucrative bonuses; and the sinister designs and funding of Enrons fraudulent off-the-books partnerships. As Cruver probes the sleazy escapades that Enron executives milked for personal gain, he introduces us, up close and personal, to such storied figures as Ken Lay, Jeff Skilling, and Andy Fastow, along with other important Enron personalities like Rebecca Mark; Lou Pai; Thomas White, George W. Bushs Secretary of the Army; Joe Sutton; the Mr. Blue, a disillusioned Enron executive; and Cruvers trading floor neighbor, a machine he christened Sherman the Shredderwho was always working overtime. Cruvers day-by-day chronicle, which includes a running stock ticker to show the trajectory of Enrons collapse, is instantly reminiscent of such bestsellers as Liars Poker and Barbarians at the Gate. Told in a fresh, empathetic voice, Anatomy of Greed is brimming with grist for political pundits

and comic relief for victims of corporate collateral damage. It is also the personal story of a young executive, a Houston native, whose dream job and dream company crashed around him in an avalanche of lies and greed. From the wreckage, this newly hardened veteran of the corporate wars has written a cautionary tale that our leaders must heed or imperil us all to future disasters.

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