



Exploring Capitalist Fiction: Business through Literature and Film

Edward W. Younkins

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Fiction, including novels, plays, and films, can be a powerful force in educating students and employees in ways that lectures, textbooks, articles, case studies, and other traditional teaching approaches cannot. Works of fiction can address a range of issues and topics, provide detailed real-life descriptions of the organizational contexts in which workers find themselves, and tell interesting, engaging, and memorable stories that are richer and more likely to stay with the reader or viewer longer than lectures and other teaching approaches. For these reasons, *Exploring Capitalist Fiction: Business through Literature and Film* analyzes 25 films, novels, and plays that engage the theories, concepts, and issues most relevant to the business world. Through critical examinations of works such as *Atlas Shrugged* and *Wall Street*, Younkins shows how fiction is a powerful teaching tool to sensitize business students without business experience and to educate and train managers in real businesses.

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