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Priceless: The Case That Brought Down the VisaMasterCard Bank Cartel

By Lloyd Constantine

Skyhorse Publishing. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.8in. x 6.0in. x 0.9in. Lloyd Constantine began his career in legal services, representing impoverished clients in civil rights and constitutional cases. Decades later, he would make headlines for representing retailers and consumers against a cartel that undermined one of the fundamental tenets of commerce in America: competition. A man who thrives on competition himself, Constantine now gives us the insiders story on the biggest antitrust lawsuit in historya case that pitted his small firm against financial-industry giants Visa and MasterCard, along with Clifford-Chance, the largest law firm in the world. Combining the real-life legal drama of A Civil Action with the relentless pace of a John Grisham novel, Constantine delivers the definitive account of a case that made history and will be studied for years to come. Beginning in the 1980s, when Visa and MasterCardwhose combined market share topped 95 percentannounced the merger of their debit card networks, Priceless traces the fallout of this catastrophic union, from raised eyebrows among attorney generals to the launch of a major class-action lawsuit. For the five merchants initially represented by Constantines firm (Wal-Mart, Sears, Circuit City, Safeway, and The Limited), the reality of...



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