



Chasing the Green

Story by Craig Frankel

Written by Emilio Iasiello
and Craig Frankel

Nonfiction; Hard cover

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Available at:

Amazon.com

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www.chasingthegreen.com

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True Story Made into a Motion Picture Gives the Engrossing Details of the First-ever Case Brought by the Federal Trade Commission against a Company in the Credit Card Processing Industry

True story of ambition and entrepreneurship brings invaluable wisdom a shade too late: when we refuse to acknowledge the demands of others more powerful, we do so at our own peril...

Sometimes the truth is more mesmerizing than fiction. *Chasing the Green* is the true story of two brothers, Adam and Ross, who become millionaires in the 1990s while still in their twenties. Among the first to market electronic terminals for credit card transactions, these bold and confident self-made men ignore warnings by the government asking them to respond to numerous complaints regarding their practices.

Nearly destroyed by the Federal Trade Commission (FTC), which seeks to demolish their company at the urging of competitors in the industry, *Chasing the Green* explores young ambition in the 1990s and the intense desire to succeed. It also relates the story of two independent, intensely-driven men who are not ready to accept the importance of working in an interdependent world.

Following their triumphs, their antics, and the self-assured camaraderie that is their undoing, *Chasing the Green* is the unforgettable story of the first-ever case brought by the FTC against an independent sales organization (ISO) in the electronic transaction/credit card processing industry. Since made into a motion picture, this fascinating story is not for the faint of heart.

With over twenty-three million dollars paid as a fine with a forced sale of assets, not to mention a court-appointed receiver who attempts to sell company secrets for six million dollars, this high-stakes story of wealth and how it all falls apart is provocative, true, and utterly absorbing. In addition, since no changes have transpired in the credit card processing industry to date, powerful competitors continue to squelch small businesses...

Chasing the Green is available at amazon.com, barnesandnoble.com, and www.chasingthegreen.com.

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