

# Index

- AB32 (carbon emissions tax law), 214
- Adjustable-rate mortgage (ARM), 117, 119, 128
- Advanced Micro Devices (AMD), 200
- Advanced Microsystems, Inc. (AMI), 200
- Akston, Hugh  
character description, 239–240  
Milton Friedman comparison, 242–243, 249, 256, 257, 260
- Alcorn, Al, 25–26
- Allen, Paul, 143, 144–146
- Allison, John, 15, 72–96, 118. *See also* Branch Banking and Trust Company (BB&T)  
on BB&T corporate philosophy, 77–78, 79–80  
on charity, 93  
enthusiasm for Rand literature, 75–77  
on honesty, 86–87  
on independent thinking, 84–86  
on integrity, 87–89  
John Galt comparison, 74, 78, 87, 94, 96  
on justice, 89  
move to academia, 94–96  
on pride, 91  
on productivity, 86  
and property rights, 88–89, 126, 205  
on reason, 83–84  
trader principle, 80–81, 92
- Amanpour, Christiane, 46–47
- Amelio, Gil, 40–41
- Anderson, Martin, 227, 243
- Anthem* (Rand), 1, 12
- Antitrust law, 137–139, 157

- Apple Computer. *See also* Jobs, Steve  
 Apple I and Apple II, 28–30  
 iMac, 42  
 iPod introduction, 19–20  
 iTunes, 44  
 Lisa computer, 30–31  
 Macintosh, 31–34  
 Newton, 42  
 stock price graph, 41
- Aristotle, 91
- ARM. *See* Adjustable-rate mortgage (ARM)
- Asian flu, 232
- Atlas Shrugged*, 13–14  
 Hugh Akston, 218, 239–240  
 (*see also* Akston, Hugh)
- James Taggart, 97–98, 99 (*see also* Taggart, James)
- John Galt, 13–14, 71–72 (*see also* Galt, John)  
 portrayal of heroes and villains in, 6, 8  
 reviews of, 7
- Robert Stadler, 219–220 (*see also* Stadler, Robert)
- Wesley Mouch, 163–164 (*see also* Mouch, Wesley)
- Bailouts  
 Bank of America, 84  
 Fannie Mae and Freddie Mac, 124–126  
 OneUnited Bank, 188  
 Troubled Asset Relief Program (TARP), 73, 188
- Ballmer, Steve, 139, 149–150, 160
- Bangs, Robert, 248
- Banking crisis of 2008, 73, 82–86.  
*See also* Mortgage credit bubble and crisis  
 events leading up to, 233–236  
 Troubled Asset Relief Program (TARP), 73, 188
- Bank of America, 74  
 and Countrywide Financial, 123, 129, 187  
 government bailout of, 84
- Barksdale, Jim, 158
- Bear Stearns, 187
- Bernanke, Ben, 188, 241
- Berners-Lee, Tim, 38
- Bill & Melinda Gates Foundation, 140, 161
- Blair, Jayson, 64
- Boies, David, 137–138, 159
- Braitman, Andy, 146
- Branch Banking and Trust Company (BB&T), 72–73. *See also* Allison, John  
 corporate purpose, 79, 82–94  
 employee training program, 81–82  
 honesty (value #5), 86–87  
 independent thinking (value #3), 84–86  
 integrity (value #6), 87–89  
 justice (value #7), 89–90  
 leadership and corporate philosophy, 74–78  
 price (value #8), 91  
 productivity (value #4), 86  
 reality (value #1), 82–83  
 reason (value #2), 83–84  
 self-esteem (value #9), 91  
 Southern National Bank merger, 77–78, 90  
 teamwork (value #10), 91–93

- Branden, Barbara, 224–225, 228  
 Branden, Nathaniel, 224–225, 226  
 Brock, Rod, 152  
 Buckley, William F., 6–7  
 Buffett, Warren, 93  
 Burge, Frank, 29  
 Burns, Arthur, 226–227, 228
- Calame, Byron, 66–68  
 California Proposition 23, 214  
 Cameron, Henry, 22  
 Campbell, Bill, 19  
 Capitalism, morality and, 94–96  
*Capitalism and Freedom* (Friedman), 241, 244, 252  
*Capitalism: The Unknown Ideal* (Rand), 75, 237  
 Carmack, John, 38  
 Chambers, Whittaker, 7  
 Charity/philanthropy  
   Bill Gates, 140, 161–162  
   John Allison, 93  
   Steve Jobs, 40  
   T. J. Rodgers, 211  
 “Chicago school,” 244  
 Citigroup, 74  
 Collective, The, 224–225  
 Collectivism, 10–11  
 Collins, Gail, 65, 68  
 Community Reinvestment Act (CRA), 187–188  
 Computer Center Corporation (C-Cubed), 142, 143  
 Conrad, Kent, 115  
 Cook, Scott, 155–156  
 Corrigan, Wilf, 195  
 Council of Economic Advisers (CEA), 227–228  
 Countrywide Financial, 87, 98–100, 187. *See also* Mozilo, Angelo
- automated underwriting system (CLUES), 120  
 board of directors, 101  
 company beginnings, 105–107  
 company meltdown, 103–105  
 falsification of loan applications, 121–122  
 lending policies, 116–122  
 loan defaults, 123  
 under Loeb leadership, 107–109  
 relationship with Fannie Mae, 100–101, 109–111  
*SEC v. Angelo Mozilo*, 127–129  
 stock price history, 104  
 subprime lending, 111–114  
 2007 earnings conference call, 98–99, 102–103  
 VIP loan program (Friends of Angelo), 101, 110, 116  
 Covin, Geoff, 61  
 Cypress Semiconductor, 193–215.  
   *See also* Rodgers, T. J.  
 charitable giving, 211  
 company beginnings, 200–204  
 core values, 194, 202  
 executive compensation, 203–204  
 hiring practices, 206–207  
 and SunPower, 211, 213–215
- D’Anconia, Francisco, 79  
 character description, 191–192  
 T. J. Rodgers comparison, 193–194, 213, 218  
 Department of Housing and Urban Development (HUD), 180  
 Department of Justice, 156–160  
 Digital Research, 151–153  
 Discoveries *vs.* inventions, 21  
 Disney, 37, 38–39  
 Dodd, Christopher, 115, 185

- Dodd-Frank Wall Street Reform and Consumer Protection Act, 188–189
- Doerr, John, 195
- Donohue, Phil, 254–255
- Dowd, Maureen, 68
- Draft, abolition of, 7, 253–254
- Drinan, Robert, 171
- Dudman, Jack, 25
- Dyson, Esther, 156
- Economics: An Introductory Analysis* (Samuelson), 241
- Edwards, John, 115–116
- Eisenhower, Dwight, 226
- Ellison, Larry, 19
- Eminent domain. *See* Property rights
- Enron, 55–57
- Evans, Kent, 144
- Evasion, 83–84
- Expanding American Homeownership Act of 2006 (H.R. 5121), 186–187
- Fair-value accounting, 85
- Falcon, Armando, 126, 184
- Fannie Mae, 176–177. *See also* Government-sponsored enterprises (GSEs) and Countrywide Financial, 100–101, 109–114, 120, 124
- Daniel H. Mudd, 116
- government takeover of, 187–188
- Herb Moses and, 174, 180
- John Allison on, 83
- subprime loans, 111–114, 124, 181–182
- 2008 stock sell-off and collapse, 124–126
- Federal Housing Administration (FHA), 176, 186
- Federal Housing Finance Reform Act of 2005 (H.R. 1461), 185
- Federal Reserve, 83, 84, 96. *See also* Greenspan, Alan; Mortgage credit bubble and crisis
- Federal Trade Commission (FTC), 136–137
- Fernandez, Bill, 24
- Florida presidential election results controversy, 66–68
- Fortune* magazine, 208
- Fountainhead, The* (Randa), 6, 12–13
- Henry Cameron, 22
- Howard Roark, 12–13, 17–18, 20–21 (*see also* Roark, Howard)
- Frank, Barney, 15, 92, 163–190
- Dodd-Frank Wall Street Reform and Consumer Protection Act, 188–189
- ethics inquiry, 172–173
- family and upbringing, 168–169
- first Congressional run, 171–172
- meeting with John Allison, 83
- personality and political background, 165–167
- personal life, 172
- role in mortgage credit bubble and crisis, 179–188
- on staff of Kevin White, 169–170
- as state representative, 170–171
- Wesley Mouch comparison, 165, 174, 188, 189
- Freddie Mac, 110, 177. *See also* Government-sponsored enterprises (GSEs) government takeover of, 187–188
- John Allison on, 83

- relationship with Countrywide Financial, 120
- 2008 stock sell-off and collapse, 124–126
- Free market economics, 15, 133, 195–196, 211. *See also* Friedman, Milton
- Free to Choose* (TV miniseries), 244, 256
- Friedman, Milton, 15, 239–260
- and abolition of draft, 253–254
  - and Alan Greenspan, 228
  - beliefs and principles of, 244–245
  - Capitalism and Freedom*, 252–253
  - and the Chicago school, 244
  - on corporate social responsibility, 205
  - early career, 246–249
  - early life/education, 245–246
  - economic theories of, 249–252
  - Free to Choose* (TV miniseries), 244, 256
  - on government spending, 257–258
  - on greed, 255
  - Hugh Akston comparison, 242–243, 249, 256, 257, 260
  - influence of, 259–260
  - on Nobel Prize, 242, 243
  - on role of government, 253
  - “Roofs or Ceilings? The Current Housing Problem,” 248–249
  - views of, *vs.* Paul Samuelson, 240–241
  - Why Government Is the Problem*, 257
- Friedman, Rose, 246–247, 256
- Galt, John, 13–14
- character description, 71–72
  - John Allison comparison, 74, 78, 87, 94, 96
- Garment, Leonard, 227
- Gates, Bill, 14–15, 131–162. *See also* Microsoft
- Altair 8800 project, 146–148
  - Bill & Melinda Gates Foundation, 140, 162
  - early business ventures, 144–145
  - entrepreneurial accomplishments, 133–134
  - evolution of Microsoft, 148–150
  - Harvard years, 145–148
  - Henry Rearden comparison, 2–3, 135, 136, 158, 145, 147, 162
  - introduction to computers, 142–143
  - John Allison on, 93–94
  - Lakeside Programmers Group, 144
  - media persecution of, 139
  - Microsoft antitrust allegations and trial, 156–160
  - “An Open Letter to Hobbyists,” 149
  - philanthropy, 140, 161–162
  - upbringing/early life, 140–142
- Gates, William (father), 139, 140–141
- Gates Commission, 7, 253
- General Electric Credit, 74
- General Theory of Employment, Interest and Money, The* (Keynes), 249
- Ginnie Mae, 177. *See also* Government-sponsored enterprises (GSEs)
- Gold standard, 229–230
- Government-sponsored enterprises (GSEs). *See also* Fannie Mae; Freddie Mac
- creation of, 177

- Government-sponsored enterprises (GSEs) (*Continued*)  
 mortgage credit bubble and crisis, 181–185  
 reform legislation for, 116
- Great Depression, 176  
 economic theory on, 249–252  
 Friedman on, 241
- Great Unraveling, The* (Krugman), 61
- Greenspan, Alan, 219–237  
 on antitrust statutes, 156  
 as CEA chair, 228  
 early political involvement, 226  
 events leading up to global financial crisis, 233–236  
 as Federal Reserve chair, 229–236  
 friendship with Ayn Rand, 220, 221–226, 228, 237  
 and Gates Commission, 254  
 “irrational exuberance” speech, 232
- Long-Term Capital Management (LTCM) crisis, 232–233
- Objectivist Newsletter* contributions, 225, 229, 231
- and Richard Nixon, 227–228
- Robert Stadler comparison, 222–223, 228, 230
- “stealth gold standard,” 229–232
- Harrington, Michael, 170
- Heckler, Peggy, 170
- Henson, Christopher, 90
- Hewlett, Bill, 24
- Holt, Rod, 29
- Holtz-Eakin, Douglas, 125
- Homebrew Club, 27
- Honesty, 86–87
- Housing and Community Development Act, 180
- H.R. 1461, 185
- H.R. 5121, 186–187
- IBM, 136, 151–153
- Independent thinking, 84–86
- Individualism, 10, 12, 13, 91–92
- IndyMac Bank, 187
- Integrity, 87–89
- Intel, 200
- Intuit, 19, 155
- Inventions *vs.* discoveries, 21
- iPod, 22
- Jackson, Alphonso, 116
- Jackson, Jesse, 15, 206–207
- Jackson, Thomas Penfield, 133, 138–139, 158–159
- Jobs, Paul and Clara, 22–23
- Jobs, Steve, 14, 15, 18–44. *See also*  
 Apple Computer  
 at Atari, 25–26  
 beginnings of Apple Computer, 28–30  
 early life, 22–24  
 Howard Roark comparison, 3, 20–21, 26, 33, 40, 44  
 iMac, 42  
 iPod introduction, 19–20  
 Lisa computer, 30–31  
 Macintosh, 31–34  
 and music industry/iTunes, 42–44  
 and NeXTSTEP, 36–38, 41  
 persistence/determination of, 24, 26  
 and Pixar/Disney, 37–40  
 at Reed College, 24–25  
 return to Apple, 41–44  
 on success, 42

- Johnson, James “Jim,” 109–111, 115
- Jones, Clinton, III, 116
- Jones, Homer, 246
- Jones, Richard, 167
- JPMorgan Chase, 188
- Justice, 89–90
- Katzenberg, Jeffrey, 39
- Kelo v. City of New London*, 88
- Kemp, Jack, 101
- Kessler, Alan, 155
- Keynes, John Maynard
  - Alan Greenspan and, 226
  - on gold standard, 230
  - Paul Krugman and, 47–48
  - theories on economic policy, 249–252
- Kildall, Gary, 151–153
- King, Kelly, 76
- Krugman, Paul, 15, 45–69, 243
  - on Alan Greenspan, 221
  - conflicts with Donald Luskin, 59–68
  - economic forecasting, 51–53
  - Ellsworth Toohy comparison, 3, 49–50, 54, 57–58, 61–62, 63
  - and Enron, 55–57
  - lifestyle of, 54
  - and Mahathir Mohamad, 54–55
- Krugman Truth Squad (KTS), 59–61, 68
- Kuznets, Simon, 247–248
- Lakeside Programmers
  - Group, 144
- Land, Edwin, 21
- Lasseter, John, 37
- Lehman Brothers, 188
- Lenz, Sydney, 114
- Lewis, Kenneth, 123, 129
- LifeBoat Associates, 152
- Loan underwriting standards, 116–122
- Loeb, David, 105–107, 109, 111
- Long-Term Capital Management (LTCM), 232–233
- Lucas, George, 36–37
- Luskin, Donald, conflicts with Paul Krugman, 59–68
- Lydon, Christopher, 169
- MacGregor, Scott, 156
- Mahathir Mohamad, 54–55
- Mankiw, Gregory, 58
- Markkula, Mark, 29
- McMurray, John, 120–121
- Merrill Lynch, 188
- Metcalfe, Bob, 155
- Micro Instrumentation and Telemetry Systems (MITS), 146–148
- Microsoft. *See also* Gates, Bill
  - antitrust suit against, 137–139
  - competitor complaints about, 136–137
  - DOS purchase, 150–153
  - evolution of, 148–150
  - FTC investigation of, 136–137
  - and industry competition, 154–158
  - Netscape Communications
    - complaint, 157–158
    - products, 133–134
    - stock price history, 162
    - work ethic at, 150
- Mitchell, Joan, 224
- Monetary History of the United States* (Friedman and Schwartz), 241, 244, 250
- Morgenson, Gretchen, 183

- Mortgage-backed securities (MBSs), 177–178
- Mortgage credit bubble and crisis. *See also* Countrywide Financial; Fannie Mae; Subprime loans
- absence of integrity, 87–88
  - Angelo Mozilo and, 98–100
  - Barney Frank and, 179–188
  - and denial of reality, 82–83
  - and failure of independent thinking, 85–86
  - graph of home prices *vs.* mortgage credit, 179
  - John Allison on, 82–88
    - and mathematical modeling, 84
    - repairing damage from, 95–96
- Mortgage products, 117–119
- Moses, Herb, 174, 180
- Mouch, Wesley
  - Barney Frank comparison, 165, 174, 188, 189
  - character description, 163–164
- Mozilo, Angelo, 15, 87, 98–129. *See also* Countrywide Financial
- compensation, 123–124, 129
  - and evolution of refinancing, 108
  - fraud and insider trading charges, 127–129
  - Friends of Angelo/VIP loans, 101, 114–116
  - and growth of Countrywide, 107–109
  - James Taggart comparison, 87, 99, 102, 121, 126, 129
  - personal approval of loans, 121
  - rags-to-riches background, 99, 105–106
  - relationship with Jim Johnson, 109–111
  - SEC charges against, 127
  - 2007 Countrywide earnings conference call, 98–99, 102–103
- Mudd, Daniel H., 116
- Murray, Mike, 22, 34
- Nathaniel Branden Institute (NBI), 225
- National Bureau of Economic Research (NBER), 247–248
- National Resources Committee (NRC), 247
- National Review Online*, 59
- Netscape Communications, 157–158
- New Deal policies, 247
- Newsweek*, 244, 254
- New York Times*
  - on Apple Computer, 35
  - on *Atlas Shrugged*, 4
  - editorial corrections policies, 64–68
  - on Fannie Mae, 183
  - Paul Krugman columns, 58–61, 64–69
- NeXT Computer, 36–38
- Nixon, Richard, 227
- No Excuses Management* (Rogers), 201
- Noorda, Ray, 136
- Novell Corporation, 136
- Objectivism
  - overview of, 8–11
  - Rand on, 252
- Objectivism: The Philosophy of Ayn Rand* (Peikoff), 77
- Objectivist Newsletter, The*, 225, 227, 229, 231

- O'Connor, Frank, 228
- Okrent, Daniel, 64–66
- OneUnited Bank, 188
- Oracle, 19, 136
- Oxley, Michael, 185
- Palin, Sarah, 47
- Patterson, Tim, 152–153
- Paul, Ron, 231, 252
- Pauling, Linus, 243
- Paulson, Henry, 188
- Pay-option ARMs, 117, 119, 128
- Peikoff, Leonard, 77
- Philanthropy/charity
  - Bill Gates, 140, 161–162
  - John Allison, 93
  - Steve Jobs, 40
- Phillips curve, 251
- Pixar, 37–39
- Pride, 91
- Productivity, 86
- Programmable system on a chip (PSoC) technology, 209
- Property rights, 88–89, 126, 205
- Queztaire, Pilar, 29
- Raines, Frankha, 112–114, 115
- Rand, Ayn
  - beliefs and principles of, 6–8
  - The Collective, 224–225
  - early life, 11–12
  - friendship with Alan Greenspan, 220, 221–226, 228, 237
  - on Objectivism, 252
  - overview of books by, 4–5
  - readership revival of, 14
  - on rent control, 249
  - Rosenbaum, Alisa, 11–12
  - Raskin, Jef, 31
  - Rating agencies/systems, 86
  - Reagan, Ronald, 7, 171, 242
  - Reality, 82–83
  - Rearden, Henry
    - Bill Gates comparison, 2–3, 135, 136, 138, 145, 147, 162
    - character description, 131–132
  - Reason, 83–84
  - Reed College, 24–25
  - Refinancing, 108
  - RenderMan, 37
  - Rich, Frank, 68
  - Roark, Howard, 46, 57, 63, 80, 175–176
    - character description, 12–13, 17–18
    - Steve Jobs comparison, 3, 20–21, 26, 33, 40, 44
  - Roberts, H. Edward, 146–148
  - Rodgers, T. J., 14, 15, 16, 191–218.
    - See also* Cypress Semiconductor and accusations of racism, 206–208
    - on California Proposition 23, 214
    - on corporate social responsibility, 204–205
    - Francisco d'Anconia comparison, 193–194, 213, 218
    - on government subsidies, 195
    - objectivist principles and beliefs, 209–211
    - on philanthropy and value of money, 211–213
    - PSoC technology, 209
    - upbringing/education, 197–200
    - winery business, 215–217
    - work ethic and management style, 200–204

- “Roofs or Ceilings? The Current Housing Problem” (Friedman and Stigler), 248–249  
 Roosevelt, Franklin D., 176, 247  
 Rosenbaum, Alisa, 11–12  
 Rosner, Josh, 111, 183  
 Rubinstein, Seymour, 153  
 Russert, Tim, 61  
  
 Sams, Jack, 151  
 Samuelson, Paul, 240–241, 244, 248, 254  
 Sanders, Jerry, 195, 200  
 Sarbanes-Oxley Act, 74  
 Schumer, Chuck, 185  
 Schwartz, Anna, 241, 250  
 Scott, Mike “Scotty,” 29, 32  
 Sculley, John, 21, 32, 35, 40  
 Seattle Computer Products, 152  
 Second Harvest Food Bank, 211  
 Seldon, Hari, 48–50  
 Self-esteem, 91  
 SEMATECH (Semiconductor Manufacturing Technology), 196–197  
 Sherman Antitrust Act, 157  
 Shultz, George, 242, 244, 260  
 Simon, William, 32  
 Southern National Bank, 77, 90  
 Stadler, Robert  
     Alan Greenspan comparison, 222–223, 228, 230  
     character description, 219–220  
 Stagflation, 251–252  
 “Stealth gold standard,” 229–232  
 Stigler, George, 247, 248, 253  
 Stock market crash of 1987, 103, 231, 232  
 Subprime loans. *See also* Mortgage credit bubble and crisis  
     Countrywide Financial, 100, 101, 111–114  
     Fannie Mae, 111–114  
     increase in, 181  
     Sullenberger, Chesley, 3  
     Summers, Lawrence, 51–52  
     Sun Microsystems, 136  
     SunPower, 211, 213–215  
  
 Taggart, James  
     Angelo Mozilo comparison, 87, 99, 102, 121, 126, 129  
     character description, 97–98, 99  
 Taylor, John, 234–235  
 Teamwork, 91–94  
 Terrell, Paul, 27  
 Thatcher, Margaret, 242  
 3Com, 155  
*Time* magazine, 259  
*Tin Toy* (film), 37  
 Toohey, Ellsworth, 17–18, 59, 61  
     character description, 45–46  
     Paul Krugman comparison, 3, 49–50, 54, 57–58, 61–62, 63  
 Townsend, Greenspan & Company, 226  
 Townsend, William, 226  
*Toy Story* (film), 37  
 Trader principle, 80–81  
 Traf-O-Data, 144  
 Troubled Asset Relief Program (TARP), 73, 188  
 Turriff, Lowell, 200  
  
 United Mortgage Servicing Company, 105  
 United Way, 93  
  
 Vest, Edward D., 78

- Wachovia, 84  
Wallis, Allen, 247  
Washington Mutual, 188  
Waters, Maxine, 187  
Waxman, Henry, 220–222, 224  
Weiland, Richard, 144  
Westmoreland, William, 254  
*We the Living* (Rand), 12  
White, Kevin, 169  
*Why Government Is the Problem*  
(Friedman), 257
- Williams, Jimmie, 114  
Wood, Steve, 149  
Wozniak, Steve, 15, 20, 24,  
26, 27
- Xerox Corp., 30
- Young, Jeffrey, 32
- Zitting, Dave, 119

<http://www.pbookshop.com>