The 100th Anniversary of “Red October”
11/7: the Revolution that brought Stalin and the USSR to power hits its centennial
BY PAUL MULHOLLAND

The October Revolution, whose 100th Anniversary just passed, was a critical turning point in world history. The Provisional Government in Russia was toppled by the Bolsheviks, under the leadership of Vladimir Lenin and Leon Trotsky. The consequence was ultimately the creation of the Soviet Union under the rule of Joseph Stalin.

It’s difficult to say where exactly the origins of the Revolution lie. In the preceding decades, Russia’s economy and industry were growing faster than any other nation, but it was still far behind Western Europe and the United States. The World War I put tremendous strain on Russian society, bringing about bread riots and strikes beginning on International Workers’ Day. The Provisional Government in Russia was toppled by the Bolsheviks, under the leadership of Vladimir Lenin and Leon Trotsky. The consequence was ultimately the creation of the Soviet Union under the rule of Joseph Stalin.

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What replaced Nicholas was an unpopular Provisional Government under Alexander Kerensky. The Provisional Government could not bring itself to acquire new territories promised to it by the Allies, especially the Dardanelles from the Ottoman Empire, and in part because the Allies were the main source of support because the government had little to none internally. After the Bolsheviks took power from Kerensky in October, the Russian Civil War (1917-1921) began between the “Reds” the Communists and the “Whites” a medley of groups with diverse views, but which included liberals, other socialists, and leftists from the Tsarist autocracy. The Whites were supported financially, militarily and politically by many other countries, including the United States and the United Kingdom, which invaded Russia on behalf of the Whites. It is in the Civil War that Stalin made a name for himself. The Bolsheviks essentially the Civil War is hard to describe, and made strict adherence to Marxist theory impossible, because Marx saw history as a constant progression and provided no allowance for a dramatic decrease in development as a consequence of war.

See Russia, Page A2

The company with expected 2017 revenues higher than the GDP of over eighty of the world’s nations, with the two most popular online purchasing platforms among 1 billion consumers whose spending power is predicted to increase 72% by 2025, and with a larger volume of yearly sales than Amazon and e-Bay combined, is vain nearing to establish even more implausible rubrics for its success — in one day.

Alibaba (NASDAQ: BABA) is, for con- text, the Chinese Amazon, an internet-based tech-driven conglomerate whose central business is e-commerce. Based on structure, however, the companies are much different in a country where Amazon’s “online store” format has failed to penetrate itself, Alibaba has excelled with its concept of digital sales “forums” that match registered buyers and sellers based on search queries and purchase history, and enable the parties to negotiate terms of payment and shipment. This strategy requires no warehouses, no fulfillment services, and no inventory to be coordinated by Alibaba’s consumer-to-consumer platform Taobao (think a cross between e-Bay and Etsy), and business-to-consumer platform, T-Mall think Taobao for the big brands that one would find in a shopping center. Underlying these services is a potent interaction between business and environment; Alibaba now commands 66.6% of the $57 billion Chinese e-commerce market and reported having $4.9 billion in free cash flow in the third quarter of 2017.

While those metrics in mind, Alibaba looks large as it prepares promotions for “Singles’ Day” next Monday, 11/11. Traditionally known as the “anti-Valentine’s Day” in Chinese society, this unofficial holiday was repurposed by Alibaba in 2012 as a day of prolific sales offers, similar to the “Prime Day” of deals that Amazon has introduced for each July 17th. For reference, Amazon’s Prime Day shattered U.S. records for intra-day e-sales in 2017, with over $1 billion in transactions taking place. In comparison, on 11/11 in 2016, Alibaba brokered $12.8 billion in exchanges, three times the amount grossed by Black Friday, Thanksgiving, and Cyber Monday together in the United States last year. Since that day, Alibaba’s stock has grown 6% by revenue, and law and pharmacy. Not only has the company’s revolu- tion in marketing made sales for pharmaceuticals more nuanced — new treatments now regularly require play separate systems of promotion for insurers, pre- scribes, and patients individually but has attracted marketing talent to sectors that previously had been reserved for excruciatingly exacting PR and in-the-moment promotions.

Kathleen Bannon echoed that marketers, because of their growing reputation for being effective data analysts prior to being strategic data marketers, are helping to drive up the value of in- telligent marketing professionals. Marketers are becoming renowned for their versatility, and their mastery of heuristics and statistics in addition to the human spirit — and that’s something to celebrate.

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THE SMARTER WAY TO SHORT STOCKS
By Connor C. Introna

As markets continue to climb to historic heights, the likelihood of a potential market-wide pullback grows with each passing day. In just one year, both the Dow Jones Industrial Average and the NASDAQ have zoomed upwards to the tune of around 30% while the S&P 500 has gained more than 20% without any major disruption. With really no market-wide downturn of more than 5% within the past 20 or so months, some Wall Street bears might argue that stocks are due for a correction soon. By the very nature of cyclicality, investors could soon acknowledge that a lot of stocks have become very expensive, and then be desperately waiting for the next excuse to liquidate and hide in cash. Regardless whether the next hit on the overall markets is a result of events out of Washington, actions from North Korea, interest rate adjustments by the Federal Reserve, or a combination of the above, something might be around the corner to trigger a downturn for stocks. This article is not dedicated to uncovering what something is, or implying that the markets are necessarily about to fall; rather, its goal is to play devil's advocate for the sake of education. When markets experience downturns, stocks crumble under selling pressure, and news causes investors to panic; there is still a way for traders to profit. Where there is a way to do something, there is always also a way to do it much more intelligently.

On the subject of trading, that means minimizing risk and loss, and increasing potential for gain. It is a difficult subject to grasp at first, however, once it is understood, it could be a powerful and lucrative weapon in the trader's arsenal. This article is dedicated to shedding light on the method bearish traders use to make money: short-selling.

For those who are unfamiliar with the convoluted, controversial, and incredibly risky activity of short-selling, this article will explain the process and provide one of the simplest ways to do it. For starters, short-selling is a practice by which bearish traders could profit off of the falling price of a security. Just as a bullish trader buys a security (such as a common stock) at a low price with the intention of later selling it at a higher price, the bearish trader does the exact opposite. When short-selling, a trader will essentially borrow securities that they do not own in order to sell them. Just as a bullish trader buys stock, their right to do whatever they must in order to make money when no other conventional investor is.

See Short, Page B2
The Bull, Bear & Lion | Vol. IV, No vi.

$0.00, trading Put Option contracts can be a smarter way to short security. Because of this potential increase in value (which is greater than 1,000% depending on the volatility of movements of the underlying worth of an options contract could increase anywhere from 100% to another investor at a premium that reflects this greater value. The amount of money. They then could, at this point, sell the $100 contract the stock), the owner of the option will have potential to make a larger price of the shares fall to $900, the Put Option contract invariably

Put Options allow investors to sell a stock that they do not own at a short, options essentially allow traders to make riskier bets in either stocks, all while capping potential losses, eliminating the need for

The LANGUAGE OF BUSINESS
UNDERSTANDING THE BASIC ACCOUNTING EQUATION, pt. II

By Carolyn Previti

IOU. The simple shorthand stands for I Owe You, a promise. In grade school, you could borrow a crayon or snag a pudding cup with the promise of a future in favor. In the boardroom, as in the cafeteria, IOUs are prevalent. A company’s bonds, accounts payable, and notes payable are all future commitments to make payments. These financial instruments are the grownup, typically legally binding versions of those contracts we made over lunch as kids.

Recall that the basic accounting equation is Assets = Liabilities + Equity. This means that the total of all your assets equals the value of our IOUs plus stockholder equity (a topic we will cover in a future article). To illustrate the meaning of this accounting equation, imagine that your lemonade stand is expanding and needs additional equipment, another stand, to grow the business. To finance the purchase, you issue the stand manufacturer an IOU, and record an account payable on your books. The left-hand side of the equation records an asset addition, the purchase of the equipment, which equals the right-hand side addition of your liability, the account payable. This is what is meant by “balanced books.” When you pay this account payable, aka when you make good on your IOU, you decrease your cash and decrease accounts payable, again balancing your assets to be equal to the sum of your liabilities and equity.

So, simply put, liabilities are IOUs. Like assets represent future benefits, liabilities represent future sacrifices. So go ahead and enjoy the pudding cup your friend traded to you today, just be sure you settle up with a chocolate bar tomorrow.

Jared Kofsky:

NEW JERSEY, NEW BUSINESS

Surf Taco, Exelon, NJIT, and The Ainsworth are making headlines in New Jersey

From a new taco shop here in Mercer County to a university in Northern New Jersey launching public-private partnerships for an upcoming expansion, a variety of transactions and projects throughout New Jersey has been revealed in recent weeks. Here is your biweekly look at some of the Garden State’s recent business headlines, as first reported on JerseyDigs.com.

Surf Taco is continuing to expand further away from the Jersey Shore. The Point Pleasant Beach-based restaurant chain, notable for the bumper stickers that it distributes advertising “coastal cuisine,” has largely been concentrated over the years in Monmouth and Ocean Counties. However, the business has recently been focusing on college towns in other parts of the state, and has opened locations near Rutgers University in New Brunswick and Stevens Institute of Technology in Hoboken. Now, Surf Taco has announced that it will bring its concept to Mercer County. The company’s first outpost in the area will open at the Princeton Shopping Center, located at 301 North Harrison Street in Princeton. According to RKF, the 1,875 square foot location is expected to open in November.

With nearly 700 staff members, the Exelon Corporation is currently one of the largest employers in southern Ocean County, where it operates the Oyster Creek Nuclear Generating Station in Lacey Township’s Forked River section. However, the years of that fact being true are numbered. It was revealed in 2010 that the facility, which opened 48 years ago, would shut down in 2019. Now, Lacey officials are preparing for the future of their municipality’s economy. According to a legal notice, public economic development visions and plans have been recorded recently in the township in order to gather resident input as to how Lacey should adapt to Oyster Creek’s closure. Exelon is one of the few major high-paying local employers, and Census data shows that Lacey residents have among the longest average commute times in the state.

The New Jersey Institute of Technology (NJIT) and Claremont Properties have formed multiple public-private partnerships with each other as NJIT seeks to expand its campus. A legal notice shows that the Newark university and the Far Hills-based developer are working together to create a new five-story mixed-use development with retail, office, and parking space along Central Avenue in Newark’s University Heights neighborhood, as well as a residential project on a neighboring lot. Also, Claremont recently acquired the former American History High School building at 200-214 Warren Street, which it intends to demolish and replace with a mixed-use development that would be developed in partnership with NJIT. The new Warren Street building could potentially house the NJIT Enterprise Development Center, according to university records.

Finally, a regional chain of casual restaurants and bars has opened another location in the Garden State. The Ainsworth opened its doors in September at the Hotel Indigo in Downtown Newark’s historic National State Bank Building. The Newark location includes the former Alva Tavern restaurant space on the first floor of the hotel as well as the former Skylab venue on the building’s rooftop, which features views of the Lower Manhattan skyline and beyond. This is The Ainsworth’s first Essex County location. It owns additional restaurants in Hoboken and Haboken, and used to have one in Nevada.
Russia, from Page A1

Lenin launched a “New Economic Policy” which essentially allowed for small-scale capitalism to help the country to rebuild itself, and showed his increasing practicality as a leader. Lenin would become implicated in a stroke and would die in 1924. Trotsky seemed the natural heir to Lenin, as a key leader in the October Revolution and leader of the Red Army. However, Trotsky lacked the sense of Russian society and the interests of its elite that Stalin possessed. While many Bolsheviks advocated for expanding the Revolution, Stalin advocated for first consolidating the new Soviet Union.

TCNJ’s Professor of History, Roman Kovalov, says that Trotsky saw Russians as “nothing more than cannon fodder and kindling to ignite global revolution.” This made him less popular with a war-weary Russian public and, more importantly, with the Russian military elite that still wanted the nation to catch up industrially and militarily to the West so it would be prepared for future conflict. Stalin had a plan (in five-year intervals) for the Soviet Union similar to what the generals themselves had been advocating. While Trotsky still believed in a Marxist dream of global revolution, Stalin understood Soviet politics and society, and reframed Russian empire-building and industrialization as Communist projects. Trotsky was driven from the Soviet Union in 1935, and assassinated in Mexico in 1940; Stalin ruled until his death in 1953.

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Leon Trotsky

“While Trotsky still believed in a Marxist dream of global revolution, Stalin understood Soviet politics and society, and reframed Russian Empire-building and industrialization as Communist projects.”

Joseph Stalin

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Russia

Who wrung the millions of lower and middle class Sri Lankans, J explained how in Sri Lanka, people fear the government leaders more than the militias. The government holds supreme power over the people, and uses extortion and fear-based behavior to control the people of the country. He lived with his mother and uncle, and came to Germany to seek political asylum from the oppressive forces within Sri Lanka. In my time with J and other children of parents seeking asylum in Germany, I learned that these people were not terrorists but rather victims of terror. My eyes and heart were open to hear their stories, share in their tears, and do everything in my power to make their troubles of finding a home a little more bearable.

He loved chess, drawing, learning language, and making friends. Every Monday, Tuesday, and Thursday, he would shuffle into the classroom, often without socks on his feet, and sit down at the table with an alacrity to learn and interact. His smile was genuine. Should you look deep enough into his eyes, they bore the scars of his past, but also glimmered at the hope of a future. I walked to PHV three times a week to show him that future was waiting for him.

I spent four months in the spring of 2017 as a study abroad student trying to assimilate into the German culture, learning the language, the customs, and the norms. The privilege of studying abroad was complemented by service work at the Patrick Henry Village (PHV), a temporary housing facility for individuals from Africa, Eastern Europe, and the Middle East seeking political and economic refuge. It was there I met J (I have not used his name for fear of reprisal if his family is repatriated).

This boy had a resounding laugh and jubilant personality. His broken English was not a barrier in our friendship. He taught me Tamil, his native language, and I spent three times a week to show him that future was waiting for him. Should you look deep enough into his eyes, they bore the scars of his past, but also glimmered at the hope of a future. I walked to PHV three times a week to show him that future was waiting for him.

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Learning a Refugee’s Perspective

By Nicholas Maldarelli

The idea of home means more than a house, a comfy bed, a dimly lit living room on Friday nights. It means comfort, reprieve, security. Having a place to call home removes the fear of being displaced or unwanted. Home serves not only as a physical security but as a mental one; it provides a foundation upon which the rest of one’s life thrives. Safety and security, education, nourishment, companionship, and personal meaning are all linked to having a home. Home truly is what home really means. Home is the foundation upon which the rest of one’s life thrives. Safety and security, education, nourishment, companionship, and personal meaning and ambition. None of that would exist without a home. Just 19 years ago, I immigrated to the United States of America to have a better life, and after a few years of moving from one state to the next, I found my home in Mount Olive, New Jersey. So I ask you President Donald Trump, when it comes to allowing J, or any other victim of terror in the United States, I feel it necessary to voice my opinion and recount my story. There is no doubt that the political climate of the United States is undergoing a radical change. A change in leadership of the free world carries with it a change in diplomatic relations and policies. In light of news regarding anti-Muslim migration into the United States, I feel it necessary to voice my opinion and recount my coming of age as an individual who, because of the friendship with one boy from a very dysfunctional country, now understands what it means to be a refugee without a home. My friendship with J inspired me to stand up and fight for people like him. I cannot ignore their cries for help anymore, nor should the United States of America.

People seldom realize what home really means. Home is the foundation upon which the rest of one’s life thrives. Safety and security, education, nourishment, companionship, and personal meaning and ambition. None of that would exist without a home. Just 19 years ago, I immigrated to the United States of America to have a better life, and after a few years of moving from one state to the next, I found my home in Mount Olive, New Jersey. So I ask you President Donald Trump, when it comes to allowing J, or any other victim of terror in the United States, I feel it necessary to voice my opinion and recount my story.