



# Cannabiz: The Explosive Rise of the Medical Marijuana Industry

*John Geluardi*

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## **Cannabiz: The Explosive Rise of the Medical Marijuana Industry** John Geluardi

*Cannabiz* tells one the most important political and business stories of our generation: the transformation of a counterculture movement into a growth industry with staggering potential. Charting the rise of medical marijuana in California and 14 other states, award-winning journalist John Geluardi vividly recounts the movement's early activism, its legal challenges and victories, and its emergence as a commercial and political force.

Tracing the history of marijuana in the United States, *Cannabiz* also reports on the industry's key players, political allies and opponents, internal strife, and audacious aspirations—including a 2010 ballot initiative to legalize the adult use of marijuana in California. Along the way, Geluardi describes local efforts to regulate dispensaries, ranging from workable ordinances in some cities to bureaucratic paralysis in Los Angeles, where dispensaries came to outnumber McDonalds franchises. He also reports on efforts in Humboldt County, the heartland of marijuana cultivation, to keep pot illegal and prices high.

Adroitly profiling this unique industry, *Cannabiz* tells a distinctively American story—one whose colorful characters and fascinating details evoke Prohibition and the Gold Rush.

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