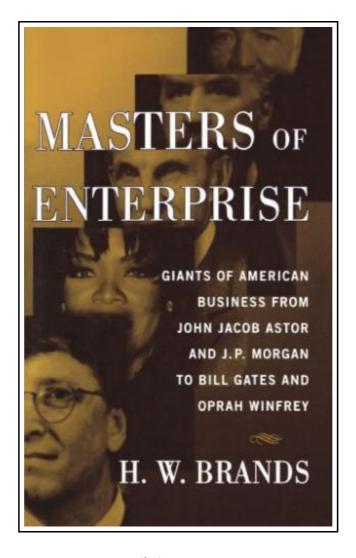
Masters of Enterprise



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Reviews

I actually started out looking at this publication. It normally is not going to cost too much. I am just happy to let you know that this is basically the finest publication i have got read through within my very own life and may be he very best publication for possibly.

(Karelle Rippin)

MASTERS OF ENTERPRISE



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Free Press. Paperback. Book Condition: New. Paperback. 368 pages. Dimensions: 9.0in. x 6.0in. x 1.1in.From the early years of fur trading to todays Silicon Valley empires, America has proved to be an extraordinarily fertile land for the creation of enormous fortunes. Each generation has produced one or two phenomenally successful leaders, often in new industries that caught contemporaries by surprise, and each of these new fortunes reconfirmed the power of fanatically single-minded visionaries. John Jacob Astor and Cornelius Vanderbilt were the first American moguls; John D. Rockefeller, Andrew Carnegie, and J. P. Morgan were kingpins of the Gilded Age; David Sarnoff, Walt Disney, Ray Kroc, and Sam Walton were masters of mass culture. Today Oprah Winfrey, Andy Grove, and Bill Gates are giants of the Information Age. America has again and again been the land of dizzying mountains of wealth. Here, in a wittily told and deeply insightful history, is a complete set of portraits of Americas greatest generators of wealth. Only such a collective study allows us to appreciate what makes the great entrepreneurs really tick. As H. W. Brands shows, these men and women are driven, they are focused, they deeply identify with the businesses they create, and they possess the charisma necessary to persuade other talented people to join them. They do it partly for the money, but mostly for the thrill of creation. The stories told here -- including how Nike got its start as a business-school project for Phil Knight; how Robert Woodruff almost refused to take control of Coca-Cola to spite his father; how Thomas Watson saved himself from prison by rescuing Dayton, Ohio, from a flood; how Jay Gould nearly cornered the gold market; how H. L. Hunt went from gambling at cards to gambling with oil leases -- make for a narrative...

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