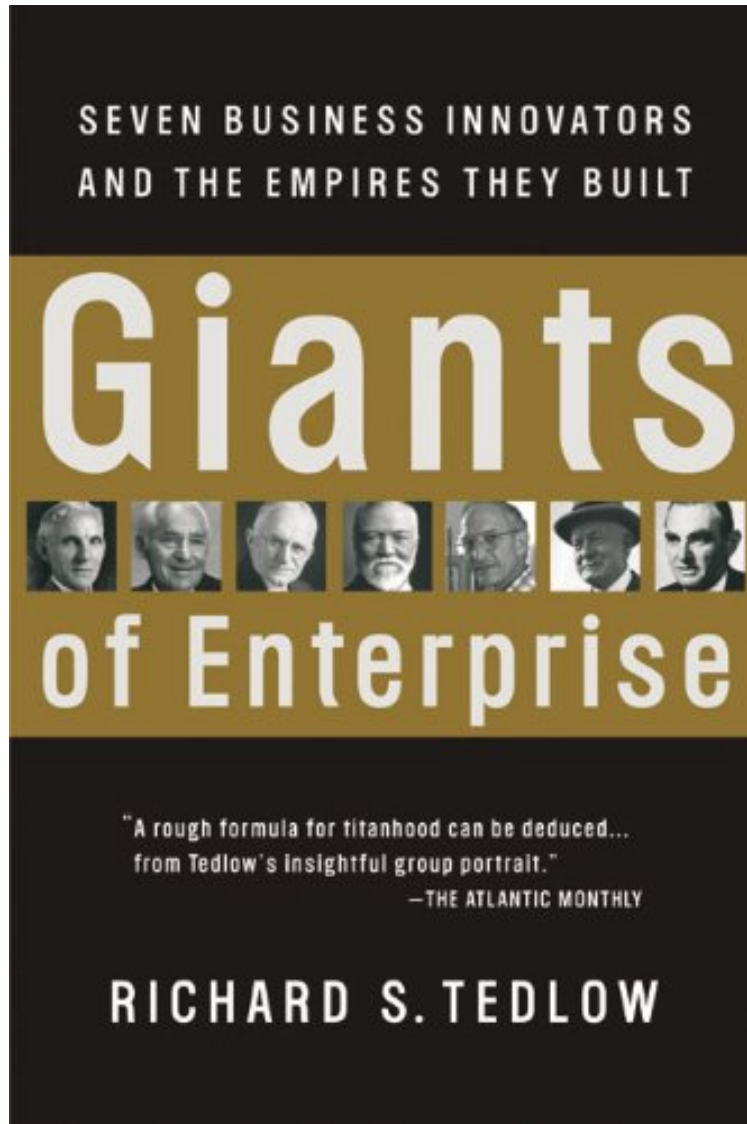


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Giants of Enterprise: Seven Business Innovators and the Empires They Built

Richard S. Tedlow

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Richard S. Tedlow : Giants of Enterprise: Seven Business Innovators and the Empires They Built before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Giants of Enterprise: Seven Business Innovators and the Empires They Built*:

0 of 0 people found the following review helpful. Stories worth reading individually, but in need of a stronger common thread. By Brian Gongol "Giants of Enterprise" is, fittingly, a giant book: Some 400-odd pages of primary text, plus almost another hundred pages of endnotes and bibliographical comments. In the author's choice to explore several

of the most extraordinary of "self-made" capitalists from American history (Carnegie, Eastman, Ford, Watson, Revson, Walton, and Noyce), he offers a textbook-quality examination of each case study -- but that is the book's predominant shortcoming, too. It is so very long and exhaustive that the reader is challenged to find a true common thread among all seven subjects. They are each intriguing individually, and even a good student of business history is likely to learn something new. But the central thesis of the book -- that these "Giants of Enterprise" stand apart because they either invented breakthrough technologies or applied those technologies in novel ways -- isn't the strongest common thread to bind them all together. 1 of 1 people found the following review helpful. Must-Read For American History Buffs By Infinite Loop I was introduced to this book via an article in Investor's Business Daily. It's refreshing to read this kind of history without all of the modern-day revisionist editorializing about "robber barons" or the evil wealthy "one percent". On a personal level, some of the men described in this book were far from moral perfection (especially Henry Ford), but all were years ahead of their time in their respective businesses. The Modern Industrial Era of 20th century America would not have been possible without the efforts of these gentlemen. No view of American history can be complete without understanding who these people were, what they accomplished and what motivated them. 1 of 1 people found the following review helpful. A surprise read By Xavier Atlas I was hoping for another set of biographies of these great men. I've read about them all before, so I really hoped this book had something else. And it did. More than pointing out the accomplishments of these men and how they did it (which is what most people look for, but unfortunately won't find in any book as these men were great because they were born great), this book analyses the psychological aspect and personalities of these Barons of Industry. Granted, you won't find secret formulas here. But you will be surprised by how these great men of business were transformed by their accomplishments to the point that, some of them, were unrecognizable years later. A very entertaining read, with the possible exception of the last part dealing with Intel's Noyce, which gets too technical for my taste.

Seven business innovators and the empires they built. The pre-eminent business historian of our time, Richard S. Tedlow, examines seven great CEOs who successfully managed cutting-edge technology and formed enduring corporate empires. With the depth and clarity of a master, Tedlow illuminates the minds, lives and strategies behind the legendary successes of our times: . George Eastman and his invention of the Kodak camera; . Thomas Watson of IBM; . Henry Ford and his automobile; . Charles Revson and his use of television advertising to drive massive sales for Revlon; . Robert N. Noyce, co-inventor of the integrated circuit and founder of Intel; . Andrew Carnegie and his steel empire; . Sam Walton and his unprecedented retail machine, Wal-Mart.

From Library Journal Business historian Tedlow (Harvard Business Sch.) presents seven magnates in a historical context that reflects the growth of the United States as an economic power from the mid-1800s to the latter part of the 20th century. Presenting biographical essays divided chronologically into three sections, he first discusses Andrew Carnegie (U.S. Steel), George Eastman (Kodak), and Henry Ford (automobiles) and their contributions to the emergence of America as an economic force. The founding of IBM by Thomas Watson Sr. in 1924 and Revlon by Charles Revson in 1932 are then used to highlight technological leadership and marketing, respectively. The leadership, management, and determination of Robert Noyce (Intel) and Sam Walton (WalMart) demonstrate the success of entrepreneurs in recent times. Each essay concerns the central figure and his contribution, personal attributes and faults, family, close associates, and a history of the specific industry and American society at the time. Well-documented and very readable, this compendium is a good addition to academic and large public libraries. Steven J. Mayover, Philadelphia Copyright 2001 Reed Business Information, Inc. From Booklist In today's market of dot-com dysfunction, maybe it is good to take a look back in history to learn how other businessmen and businesses started and stayed around long enough to succeed. As in his other books, Tedlow takes a penetrating look at the history of business by examining seven leaders--Andrew Carnegie, George Eastman, Henry Ford, Thomas J. Watson Sr., Charles Revson, Sam Walton, and Robert Noyce--who had the power to control business and affect the fates of others. Tedlow explains how they did it and analyzes why they did it, and he examines how they sometimes defied laws and conventions, set trends, created new business philosophies, and pushed forward to succeed. This is an interesting, cautionary tale for those in business, taking the reader through the beginnings of entrepreneurship and the realization of innovative, hard-edged business practices, such as brand marketing and mass production, that have played a role in defining the U.S. as the land of opportunity. Eileen Hardy Copyright copy; American Library Association. All rights reserved One of the top ten business books of 2001