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Masters of Enterprise

By H. W. Brands

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 today's 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 America's 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...



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