

Online Library The People's
Tycoon: Henry Ford And The
American Century

***The People's Tycoon:
Henry Ford And The
American Century***

**A “fascinating slice of rarely
considered American**

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**history” (Booklist)—the
story of Henry Ford and
Thomas Edison—whose
annual summer sojourns
introduced the road trip to
our culture and made the
automobile an essential part**

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**of modern life. In 1914
Henry Ford and naturalist
John Burroughs visited
Thomas Edison in Florida
and toured the Everglades.
The following year Ford,
Edison, and tire maker**

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Harvey Firestone joined together on a summer camping trip and decided to call themselves the Vagabonds. They would continue their summer road trips until 1925, when they

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**announced that their fame
made it too difficult for
them to carry on. Although
the Vagabonds traveled with
an entourage of chefs,
butlers, and others, this
elite fraternity also had a**

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serious purpose: to examine the conditions of America's roadways and improve the practicality of automobile travel. Cars were unreliable and the roads were even worse. But newspaper

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coverage of these trips was extensive, and as cars and roads improved, the summer trip by automobile soon became a desired element of American life. The Vagabonds is “a portrait of

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America's burgeoning love affair with the automobile" (NPR) but it also sheds light on the important relationship between the older Edison and the younger Ford, who once

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**worked for the famous
inventor. The road trips
made the automobile
ubiquitous and magnified
Ford's reputation, even as
Edison's diminished. The
automobile would transform**

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**the American landscape, the
American economy, and the
American way of life and
Guinn brings this seminal
moment in history to vivid
life.**

Young Henry Ford is a visual

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**and textual presentation of
the first forty years of Henry
Ford—an American farm boy
who became one of the
greatest manufacturers of
modern times and
profoundly impacted the**

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**habits of American life. In
Young Henry Ford, Sidney
Olson dispels some of the
myths attached to this
automobile legend, going
beyond the Henry Ford of
mass production and the**

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**five-dollar day, and offers a
more intimate
understanding of Henry Ford
and the time he lived in.
Through hundreds of
restored photographs,
including some of Ford's**

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own taken with his first camera, Young Henry Ford revisits an America now gone—of long days on the farm, travel by horse and buggy, and one-room schoolhouses. Some of the

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rare illustrations include the first picture of Henry Ford, photos from Edsel's childhood, snapshots of the interior and exterior of the Ford homestead, Clara and Henry's wedding invitation,

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**and photos of the early
stages of the first
automobile.**

**"He either enchants or
antagonizes everyone he
meets. But even his enemies
agree there are three things**

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**Ray Kroc does damned well:
sell hamburgers, make
money, and tell stories."
--from Grinding It Out Few
entrepreneurs can claim to
have radically changed the
way we live, and Ray Kroc is**

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one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only

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businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old

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when he opened his first franchise. In Grinding It Out, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores

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around the globe.

**Irrepressible enthusiast,
intuitive people person, and
born storyteller, Kroc will
fascinate and inspire you on
every page.**

With worldwide distribution,

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**the FUBU "For Us By Us"
fashion brand is an
international symbol of
empowerment and success,
standing as a blueprint for
young business people
looking to chart their own**

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**course. In Display of Power:
How FUBU Changed a World
of Fashion, Branding, and
Lifestyle, Daymond John
(FUBU's founder and CEO)
gets to the heart of his
unlikely run to the top of the**

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**fashion world, and shines
compelling light on what it
takes to succeed-from the
dizzying street corners of
his old neighborhood to the
dazzling corner offices of
corporate America-and what**

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**it takes to harness and
display the power that
resides in us all.**

**The Energy Within Us
The Rise of Henry Ford
The People's Tycoon
Using Brain Science to Get**

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**the Best from Your People
Full of Beans
Young Henry Ford
Display of Power
In The Fords: An American
Epic, Peter Collier and David
Horowitz tell the riveting story**

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**of three generations of Fords,
a dramatic story of conflict
between fathers and sons
played out against the
backdrop of America's greatest
industrial empire. The story
begins with the first Henry**

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**Ford, the mechanical wizard,
tinkerer and “mad genius” who
drove the automobile into the
heart of American life and
conquered the world with it.
An American Original, by the
end of his life he had become**

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**an embittered crank who so
possessively loved the company
he built that when his son,
Edsel, tried to change it to suit
the changing times, Henry
destroyed him. It was left to
Edsel's son Henry II to avenge**

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**him and save the Ford Motor
Company in the postwar world.
From the details of the first
Henry's illicit affair and
illegitimate son, to the life and
loves of "Hank the Deuce" and
his celebrated feud with Lee**

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Iacocca, this is an engrossing account of a vital chapter in American history. The authors have added new material to this classic work, showing how Henry II's line lost out to the line of his brother William Clay

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**Ford in the quest to control
this most American of
companies in the twenty-first
century. In addition to The
Fords, Peter Collier and David
Horowitz are the authors of
dynastic biographies of the**

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**Kennedys, Roosevelts,
Rockefellers, and Fondas.
The definitive and “utterly
absorbing” biography of
America’s first news media
baron based on newly released
private and business**

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**documents (Vanity Fair).
William Randolph Hearst,
known to his staff as the Chief,
was a brilliant business
strategist and a man of
prodigious appetites. By the
1930s, he controlled the**

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largest publishing empire in the United States, including twenty-eight newspapers, the Cosmopolitan Picture Studio, radio stations, and thirteen magazines. He quickly learned how to use this media

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**stronghold to achieve
unprecedented political power.
The son of a gold miner,
Hearst underwent a public
metamorphosis from Harvard
dropout to political kingmaker;
from outspoken populist to**

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**opponent of the New Deal; and
from citizen to congressman.
In The Chief, David Nasaw
presents an intimate portrait
of the man famously
characterized in the classic
film Citizen Kane. With**

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**unprecedented access to
Hearst's personal and business
papers, Nasaw details Heart's
relationship with his wife
Millicent and his romance with
Marion Davies; his interactions
with Hitler, Mussolini,**

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Churchill, and every American president from Grover Cleveland to Franklin Roosevelt; and his acquaintance with movie giants such as Louis B. Mayer, Jack Warner, and Irving

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**Thalberg. An “absorbing,
sympathetic portrait of an
American original,” The Chief
sheds light on the private life
of a very public man (Chicago
Tribune).**

"Makes a reader feel like a

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**time traveler plopped down
among men who were by turns
vicious and visionary."—The
Christian Science Monitor The
modern American economy
was the creation of four men:
Andrew Carnegie, John D.**

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Rockefeller, Jay Gould, and J. P. Morgan. They were the giants of the Gilded Age, a moment of riotous growth that established America as the richest, most inventive, and most productive country on the

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**planet. Acclaimed author
Charles R. Morris vividly
brings the men and their times
to life. The ruthlessly
competitive Carnegie, the
imperial Rockefeller, and the
provocateur Gould were**

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**obsessed with progress,
experiment, and speed. They
were balanced by Morgan, the
gentleman businessman, who
fought, instead, for a global
trust in American business.
Through their antagonism and**

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their verve, they built an industrial behemoth—and a country of middle-class consumers. The Tycoons tells the incredible story of how these four determined men wrenched the economy into the

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**modern age, inventing a nation
of full economic participation
that could not have been
imagined only a few decades
earlier.**

**Henry Ford's industrial
innovations were directly**

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**responsible for the
transformation of the United
States into the most
productive, affluent, and
powerful nation on Earth. My
Life and Work describes
exactly how Ford did this in**

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**terms of not only
manufacturing science, but
also economics and
organizational behavior. This
holistic approach, and its v
Andrew Carnegie, Henry Clay
Frick, and the Bitter**

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**Partnership That Transformed
America**

**The Expanded and Annotated
My Life and Work
Shine**

**The Story of Henry Ford and
Thomas Edison's Ten-Year**

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Road Trip

**Hugh Hefner and the American
Dream**

Ford

The Chief

* Our summary is short, simple and pragmatic. It allows you to have the

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essential ideas of a big book in less than 30 minutes. By reading this summary, you will learn what are the main features of the life of Henry Ford (1863-1947), one of the main inventors of modernity. You will also learn that : Henry Ford was

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the son of farmers in the
Midwestern state of Michigan;
Lenin was an admirer of Henry
Ford; Henry Ford was anti-Semitic;
He was also anti-Catholic; Ford
paid high wages to his workers;
Ford was one of the first promoters

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of camping. Henry Ford is a myth and a myth that is hard to get around. If Steven Watts' biography does not claim to be exhaustive, it nevertheless highlights the founding contradictions of this mythical man. At once an anti-

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Semite and a champion of the cause of Blacks in racially segregated America, a loving husband but with a son from another woman, a boss who was generous with his workers but opposed to unionism... One would

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never cease to underline the complexity of Henry Ford. A complexity admirably served by this work, which for the first time uses for the first time some archival documents that had never before been exploited. *Buy now the

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summary of this book for the
modest price of a cup of coffee!
Spanning more than one hundred
years and four generations, this
biography of Henry Ford, the
automobile company he created,
and the dynasty he founded,

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reflects the rise of industrial
America and the American dream
A biography of the controversial
entrepreneur who transformed the
world of American business
explores the contradictions of
Henry Ford's life and assesses his

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accomplishments within the context
of early twentieth-century America.

A New York Times bestseller!

“ Beautifully crafted and fun to read. ”

–Louis Galambos, The Wall Street
Journal “ Nasaw ’ s research is

extraordinary. ” –San Francisco

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Chronicle “Make no mistake: David Nasaw has produced the most thorough, accurate and authoritative biography of Carnegie to date.” –Salon.com The definitive account of the life of Andrew Carnegie Celebrated historian

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David Nasaw, whom The New York Times Book Review has called "a meticulous researcher and a cool analyst," brings new life to the story of one of America's most famous and successful businessmen and philanthropists—in what will prove

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to be the biography of the season. Born of modest origins in Scotland in 1835, Andrew Carnegie is best known as the founder of Carnegie Steel. His rags to riches story has never been told as dramatically and vividly as in Nasaw's new

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biography. Carnegie, the son of an impoverished linen weaver, moved to Pittsburgh at the age of thirteen. The embodiment of the American dream, he pulled himself up from bobbin boy in a cotton factory to become the richest man in the

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world. He spent the rest of his life giving away the fortune he had accumulated and crusading for international peace. For all that he accomplished and came to represent to the American public—a wildly successful

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businessman and capitalist, a self-educated writer, peace activist, philanthropist, man of letters, lover of culture, and unabashed enthusiast for American democracy and capitalism—Carnegie has remained, to this day, an enigma.

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Nasaw explains how Carnegie made his early fortune and what prompted him to give it all away, how he was drawn into the campaign first against American involvement in the Spanish-American War and then for

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international peace, and how he used his friendships with presidents and prime ministers to try to pull the world back from the brink of disaster. With a trove of new material—unpublished chapters of Carnegie's Autobiography; personal

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letters between Carnegie and his future wife, Louise, and other family members; his prenuptial agreement; diaries of family and close friends; his applications for citizenship; his extensive correspondence with Henry Clay

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Frick; and dozens of private letters to and from presidents Grant, Cleveland, McKinley, Roosevelt, and British prime ministers Gladstone and Balfour, as well as friends Herbert Spencer, Matthew Arnold, and Mark Twain—Nasaw

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brilliantly plumbs the core of this fascinating and complex man, deftly placing his life in cultural and political context as only a master storyteller can.

Uncommon Friends

My Life and Work - Enlarged

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Special Edition

SUMMARY - the People's Tycoon:
Henry Ford and the American
Century by Steven Watts

SUMMARY - The People ' s Tycoon:
Henry Ford And The American
Century By Steven Watts

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The Tycoons

Fordlandia

The Vagabonds

*The real Hugh Hefner-the
extraordinary inside story of
an American icon*

""Riveting... Watts packs in

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plenty of gasp-inducing passages." -Newark Star Ledger
"Like it or not, Hugh Hefner has affected all of us, so I treasured learning about how and why in the sober biography." -Chicago Sun

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Times ""This is a fun book. How could it not be? Watts aims to give a full account of the man, his magazine and their place in social history. Playboy is no longer the cultural force it used to be,

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*but it made a stamp on
society." -Associated Press
"In Steven Watts"
exhaustive, illuminating
biography Mr. Playboy,
Hefner's ideal for living --
marked by his allegiances to*

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*Tarzan, Freud, Pepsi-Cola
and jazz -- proves to be a
kind of gloss on the
Protestant work ethic.*" -Los
Angeles Times
*Gorgeous
young women in revealing
poses; extravagant mansion*

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parties packed with celebrities; a hot-tub grotto, elegant smoking jackets, and round rotating beds; the hedonistic pursuit of uninhibited sex. Put these images together and a single

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name springs to mind-Hugh Hefner. From his spectacular launch of Playboy magazine and the dizzying expansion of his leisure empire to his recent television hit The Girls Next Door, the publisher has

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*attracted public attention
and controversy for decades.
But how did a man who is at
once socially astute and
morally unconventional, part
Bill Gates and part
Casanova, also evolve into a*

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figure at the forefront of cultural change? In Mr. Playboy, historian and biographer Steven Watts argues that, in the process of becoming fabulously wealthy and famous, Hefner has

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*profoundly altered American
life and values. Granted
unprecedented access to the
man and his enterprise,
Watts traces Hef's life and
career from his midwestern,
Methodist upbringing and*

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*the first publication of
Playboy in 1953 through the
turbulent sixties, self-
indulgent seventies,
reactionary eighties, and
traditionalist nineties, up to
the present. He reveals that*

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*Hefner, from the beginning,
believed he could overturn
social norms and take
America with him. This
fascinating portrait
illustrates four ways in which
Hefner and Playboy stood at*

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the center of several cultural upheavals that remade the postwar United States. The publisher played a crucial role in the sexual revolution that upended traditional notions of behavior and

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*expectation regarding sex.
He emerged as one of the
most influential advocates of
a rapidly developing
consumer culture, flooding
Playboy readers with images
of material abundance and a*

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leisurely lifestyle. He proved instrumental-with his influential magazine, syndicated television shows, fashionable nightclubs, swanky resorts, and movie and musical projects-in

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*making popular culture into
a dominant force in many
people's lives. Ironically,
Hefner also became a
controversial force in the
movement for women's
rights. Although advocating*

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*women's sexual freedom
and their liberation from
traditional family constraints,
the publisher became a
whipping boy for feminists
who viewed him as a prophet
for a new kind of male*

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*domination. Throughout,
Watts offers singular insights
into the real man behind the
flamboyant public persona.
He shows Hefner's personal
dichotomies-the pleasure
seeker and the workaholic,*

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*the consort of countless
Playmates and the genuine
romantic, the family man
and the Gatsby-like host of
lavish parties at his Chicago
and Los Angeles mansions
who enjoys well-publicized*

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*affairs with numerous
Playmates, the fan of life's
simple pleasures who
hobnobs with the Hollywood
elite. Punctuated throughout
with descriptions and
anecdotes of life at the*

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Playboy Mansions, Mr.

*Playboy tells the compelling
and uniquely American story
of how one person with a
provocative idea, a finger on
the pulse of popular opinion,
and a passion for his work*

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*altered the course of modern
history. Spans from Hefner's
childhood to the launch of
Playboy magazine and the
expansion of t*

*You've heard of the glass
ceiling. It's the barrier*

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*holding women back from
breaking through to the
highest echelons of
corporate America. A few
women are promoted to
those power seats, but the
realm of leadership in*

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*America's top companies
remains mostly male--and
mostly white. If striving for
success in that reality
weren't daunting enough,
some women face an
additional barrier: the black*

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ceiling. That's the barricade blocking African Americans from ascending into the top levels of corporate leadership. Black women who aspire to become senior executives or CEOs face the

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*double obstacle of the glass
and the black ceilings,
especially in certain
industries where the
statistics for female and
black representation are
discouraging. Think about*

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*how difficult and
disheartening it might seem
as a black woman aspiring to
excel and transcend to a
corporate leadership position
through the glass ceiling and
the black ceiling in the*

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*historically white male
energy industry. We are five
African American female
executives who have
achieved all of the above.
And by sharing our stories in
this book, our objective is to*

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*offer our lives and our
careers as inspirational
blueprints for other women
and people of color who
aspire to leadership positions
in the corporate arena. We
have blazed new trails in the*

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*energy industry by
shattering ceilings. However,
much work remains. The low
representation of women
and people of color at the
helm of corporate leadership
requires a strong*

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*commitment to persevering
past the many obstacles that
can delay and derail a
career. That is why we
convened on the pages of
this book to show that, Yes,
it can be done! We show it*

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*through: our own personal
belief systems; networking
with other women and
people of color in our
industry; receiving guidance
from mentors; committing
long hours to our jobs;*

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*relocating when opportunity
knocked; pursuing our
education and training to
propel us on an upward
trajectory in our field; and
celebrating the successes as
they come. Very importantly,*

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*we have demonstrated a
commitment throughout our
careers--and now into
retirement for some of us--to
reaching back to mentor
others so they can follow the
paths that we have blazed*

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into uncharted territory for women and people of color in corporate America. We hope that by reading The Energy Within Us: An Illuminating Perspective from Five Trailblazers, you will be

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*inspired and informed about
how to succeed in business
and in life.*

*A timeless lesson about life
and business from the
legendary entrepreneur
Henry Ford. Few books about*

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business could be more relevant in today's fast-paced, technology-driven world than Henry's Ford's classic My Life and Work. First printed in 1922, this restored Enlarged Special

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Edition includes: - Easy to read 7" x 10" pages - Classic type font - Author's original page layouts - New retro-inspired cover design The name Ford is synonymous with automobiles, but Henry

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Ford was much more than just a name. He was a brilliant inventor, entrepreneur, and a genius at business. Born in 1863, Ford is regarded as the father of the modern

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*assembly line technology
and mass production. The
founder of the Ford Motor
Company saw a future where
machines and employees
worked side by side for the
betterment of business and*

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*society. In today's tech
landscape fueled by greed
and a lack of business ethics,
the words of Mr. Ford are
more relevant than ever.*

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Master or Servant? Chapter
13: Why Be Poor? Chapter
14: The Tractor and Power
Farming Chapter 15: Why
Charity? Chapter 16: The
Railroads Chapter 17: Things*

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in General Chapter 18:

Democracy and Industry

Chapter 19: Why We May

Expect About the Publisher:

The CGR Publishing

*Restoration Workshop uses a
vast array of computers and*

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digital scanners to restore, preserve, and enhance the classic works of writers and artists from the 19th century. Each new release includes display-quality covers, enlarged covers, and

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*retro fonts. Select books
include Dante's Inferno Retro
Hell-Bound Edition, Gustave
Dorè's London: A Pilgrimage,
The Complete Book of Birds,
A Life of George
Westinghouse, The Clock*

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*Book: A Detailed Illustrated
Collection of Classic Clocks,
The Aeroplane Speaks, and
much more.*

** Our summary is short,
simple and pragmatic. It
allows you to have the*

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*essential ideas of a big book
in less than 30 minutes.*By
reading this summary, you
will learn what are the main
features of the life of Henry
Ford (1863-1947), one of the
main inventors of*

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*modernity.*You will also
learn that : Henry Ford was
the son of farmers in the
Midwestern state of
Michigan; Lenin was an
admirer of Henry Ford; Henry
Ford was anti-Semitic; He*

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*was also anti-Catholic; Ford paid high wages to his workers; Ford was one of the first promoters of camping.*Henry Ford is a myth and a myth that is hard to get around. If Steven*

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Watts' biography does not claim to be exhaustive, it nevertheless highlights the founding contradictions of this mythical man. At once an anti-Semite and a champion of the cause of

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*Blacks in racially segregated
America, a loving husband
but with a son from another
woman, a boss who was
generous with his workers
but opposed to unionism...
One would never cease to*

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underline the complexity of Henry Ford. A complexity admirably served by this work, which for the first time uses for the first time some archival documents that had never before been

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*exploited.*Buy now the
summary of this book for the
modest price of a cup of
coffee!*

Meet You in Hell

I Invented the Modern Age

JFK and the Masculine

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Mystique

The Fords

*Dale Carnegie and Success
in Modern America*

Mr. Playboy

*The Rise and Fall of Bernie
Madoff*

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Offers the history of the famous route 66 including historical context on the American Southwest, along with the author's own history growing up in Arizona in the 1950s and 1960s during the heyday of

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automobile travel along the
road.

If we could peer at each
other's driveways right now,
there is a more than
reasonable chance that we
would be looking at a
vehicle with an elliptical

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blue badge. Written in white
across its middle will be
the word 'Ford.' If we find
ourselves in one of many
countries: the USA, Canada,
the United Kingdom - often
New Zealand - then that car
not only has a fair

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opportunity of being a Ford.
It is more likely to be of
that brand than any other.
Even in some surprising
outposts, Ford reigns
supreme - Nigeria, Venezuela
to name just two. Indeed,
the very fact that there is

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an automobile in our
driveways at all is in large
part down to one man. Henry
Ford. Inside you'll read
about An Automobile for All
Born to Create The Power of
Ford A Political Beast
Plagued by Imperfections 'If

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American Century

I'd Listened to Customers,
I'd Have Given Them a Faster
Horse' And much more! Is
everything about Henry Ford
good? This is a man who was
more than liberally doused
in dogma. Ford was a man
whose existence changed the

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way we live. With the Ford Model T, he brought affordable, flexible transport to the masses. Henry Ford opened up the world. Here is the story of a man of contrasts - genius and pendant, pacifist and

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supporter of thuggery,
social liberator, and
Orwellian Big Brother.

Whatever we conclude about
Henry Ford, he is
undoubtedly a man about whom
we should know more.

The stunning, never before

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told story of the quixotic attempt to recreate small-town America in the heart of the Amazon In 1927, Henry Ford, the richest man in the world, bought a tract of land twice the size of Delaware in the Brazilian

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Amazon. His intention was to grow rubber, but the project rapidly evolved into a more ambitious bid to export America itself, along with its golf courses, ice-cream shops, bandstands, indoor plumbing, and Model Ts

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rolling down broad streets.
Fordlandia, as the
settlement was called,
quickly became the site of
an epic clash. On one side
was the car magnate, lean,
austere, the man who reduced
industrial production to its

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simplest motions; on the other, the Amazon, lush, extravagant, the most complex ecological system on the planet. Ford's early success in imposing time clocks and square dances on the jungle soon collapsed,

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as indigenous workers,
rejecting his midwestern
Puritanism, turned the place
into a ribald tropical
boomtown. Fordlandia's
eventual demise as a rubber
plantation foreshadowed the
practices that today are

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laying waste to the rain
forest. More than a parable
of one man's arrogant
attempt to force his will on
the natural world,
Fordlandia depicts a
desperate quest to salvage
the bygone America that the

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Ford factory system did much to dispatch. As Greg Grandin shows in this gripping and mordantly observed history, Ford's great delusion was not that the Amazon could be tamed but that the forces of capitalism, once released,

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might yet be contained.

Fordlandia is a 2009

National Book Award Finalist
for Nonfiction.

An unflinching eyewitness
account of the Ford story as
told by one of Henry Ford's
closest associates.

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An Illuminating Perspective
from Five Trailblazers

The Life of William Randolph
Hearst

A Life from Beginning to End

The Making of McDonald's

How Fubu Changed a World of
Fashion, Branding, and

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Lifestyle

A Business Genius. The
Entire Life Story
A Picture History of the
First Forty Years
A lively account of
Henry Ford's invention

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of the Model-T places his innovations against a backdrop of a steam-powered world and offers insight into his innate mechanical talents and pioneering work in

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internal combustion,
describing his indelible
impact on American
culture and the
perplexing subsequent
changes in his
personality.

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How and why did this quintessential American folk-hero and pioneering industrialist become one of the most obsessive anti-Semites of our time- a man who devoted his

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immense financial
resources to publishing
a pernicious forgery,
The Protocols of the
Learned Elders of Zion?
Once Henry Ford's
virulent media campaign

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against the Jews took
off during the "anxious
decade" following World
War I, how did America's
splintered Jewish
community attempt to
cope with the relentless

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tirade conducted for
ninety-one consecutive
weeks in the automobile
manufacturer's personal
newspaper, The Dearborn
Independent? What were
the repercussions of

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Ford's Jew-hatred
extending deeply into
the 1930s? Drawing upon
previously-uncited oral
history transcripts,
archival correspondence,
and family memoirs, Neil

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Baldwin answers these
and other questions,
examining the
conservative biases of
the men at the inner
circle of the Ford Motor
Company and

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disentangling painful
ideological struggles
among an elite Jewish
leadership reluctantly
pitted against the clout
and popularity of "The
Flivver King."

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The five 'Titans of Industry' discussed in this series are, without a doubt, the most influential and impactful men in American history.

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Without any one of them,
the entire landscape of
the US would be
different. They are the
founders of the American
economy. We live in a
world today that is

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based on the actions of
John D. Rockefeller.

Everything we do and how
we live are the result
of oil and its power.

J.P. Morgan is more than
just the name on one of

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the largest banks in America; He built the financial world we live in today. Henry Ford not only revolutionized the automobile industry, but the assembly line he

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created has changed the way the entire world thinks about manufacturing. Grab a copy, pull up a chair, pour your favorite reading beverage, and

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dive into the lives of
the men who built
America.

A compact, lively
biography of Henry Ford,
the brilliant
businessman and icon of

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American modernity whose towering ego and anti-Semitism complicate his legacy.

The Rise and Fall of
Henry Ford's Forgotten
Jungle City

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Today and Tomorrow

An Interpretation

Grinding It Out

Henry Ford and the Jews

Business Biographies and

Memoirs - Titans of

Industry

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Who Was Henry Ford?

Henry Ford Henry Ford once announced to a young schoolboy that it was he who had invented the modern age. Born on a farm in rural Michigan three weeks after the battle of Gettysburg, Ford hated everything about farming as

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soon as he could understand what it was about. So he turned his attention to the farm machinery that made the family farm run, and never looked back. It was his love of machines, then engines, and finally automobiles that Henry Ford is best known for. He designed and

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manufactured cars which would transform not just his family's little farm, and not just the city of Detroit. The automobile would change the world; ushering in a whole new way of living one's life. A modern life, to be sure. Beneath this diligent tycoon, lay a man of

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many contradictions. He worked hard to give the average American an affordable car and believed that mass consumerism was the key to keeping the world safe from war. Yet he opposed labor unions, supposedly sired a son with another woman, and was an enthusiastic anti-

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Semite. Inside you will read about...

Henry Ford's Early Years Ford's Love
for Engines The Ford Motor
Company and the Model T Disdain
of Labor Unions The Anti-Semite
Problem Later Years and Death And
much more! Follow along as you come

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to know Henry Ford, the man responsible for putting America and the world behind the wheels of their own cars. Was this man a genius or a dominator? Did he want those around him to live free lives with the things he invented or was he only satisfied when

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people read his newspaper and obeyed his advice? Read on, and form your own conclusion.

Henry Ford (July 30, 1863 – April 7, 1947) was an American industrialist, the founder of the Ford Motor Company, and sponsor of the development of the

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assembly line technique of mass production. Although Ford did not invent the automobile or the assembly line, he developed and manufactured the first automobile that many middle class Americans could afford. This is his story in his own words.

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A manager's job is getting harder to do. But the central question for all managers - the one that separates great managers from the rest- is how to get the most from your people. What do you do when your most talented people fall short of their potential, or worse, fall off

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their game for awhile? How do you inspire a solid contributor to even more stellar performance? How do you find that spark? And turn it into a burning flame? According to best-selling author and psychiatrist, Ned Hallowell, it's all in the brain. Creating that spark and

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inspiring someone to perform at their highest levels isn't rocket science; but it is brain science, and it has yet to be codified into a simple and reliable process that all managers can use. Drawing from his expertise helping people reach their full potential and

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synthesizing the latest research on happiness, brain science, and performance, Hallowell does exactly that -- he offers a five step process that leads to peak performance. Based on the latest findings in the fast-moving field of high performance research and rooted in the

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work of Martin Seligman, Dan Gilbert, Marcus Buckingham, Mihaly Csikszentmihalyi, John Ratey, and many other experts in psychology and neuroscience, this book gives managers a simple and coherent framework for getting the best out of people: (1)

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Selection - how to put people in the right job, and give them the responsibilities that literally make their brains "light up;"
(2) Connection - how to overcome the powerful forces that disconnect us interpersonally in today's workplace, and how to restore the positive connections

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that fuel superior performance; (3) Play - why play is essential to peak performance, and how managers can get it right; (4) Progress - when the pressure is on, how to challenge the right person at the right time; (5) Recognition - why reward systems always decrease peak

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performance, and how managers can finally get this right The value of the five steps is that each step builds on another. For instance, there's no point in challenging an employee to go beyond their personal best if you haven't bothered to ensure first that you've got

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them in the right job. And there's no way to successfully get someone to think more creatively if you haven't first established the personal connection with her so that she knows her wild ideas will be taken seriously. And there's no point in demanding more, if you haven't first

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given employees a chance to engage their imagination and play around with the things that "light up their brains."

Especially in times of mental overload and stress, when invoking people to suck it up or work even harder isn't an effective management tool, managers

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need a new game plan, like the one in this book, for helping their people perform at their best.

Describes the author's friendship with five influential people and portrays their characters and personal lives

The Mass Production Of Hate

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Self-help Messiah

Henry Ford's Universal Code for World-
Class Success

Too Good to Be True

Life with Thomas Edison, Henry Ford,
Harvey Firestone, Alexis Carrel, and
Charles Lindbergh

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The Men and the Machine

The Autobiography of Andrew Carnegie
and The Gospel of Wealth

Born on a small farm in rural
Michigan, Henry Ford's
humble beginnings were no
match for his ambition. Ford

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quickly created a
manufacturing dynasty,
bringing affordable cars to
the masses and forever
changing America and the
American workplace. Who
Was Henry Ford? details his

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meteoric rise, and explains how the genius behind the assembly line and the Model T shaped modern American industry.

The enlightening memoir of the industrialist as famous

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for his philanthropy as for his fortune. His good friend Mark Twain dubbed him “St. Andrew.” British Prime Minister William Gladstone called him an “example” for the wealthy. Such terms

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seldom apply to multimillionaires. But Andrew Carnegie was no run-of-the-mill steel magnate. At age 13 and full of dreams, he sailed from his native Dunfermline,

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Scotland, to America. The story of his success begins with a \$1.20-a-week job at a bobbin factory. By the end of his life, he had amassed an unprecedented fortune—and given away more than 90

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percent of it for the good of mankind. Here, for the first time in one volume, are two impressive works by Andrew Carnegie himself: his autobiography and "The Gospel of Wealth," a

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groundbreaking manifesto on the duty of the wealthy to give back to society all of their fortunes. And he practiced what he preached, erecting 1,600 libraries across the country, founding

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Carnegie Mellon University,
building Carnegie Hall, and
performing countless other
acts of philanthropy
because, as Carnegie wrote,
“The man who dies thus rich
dies disgraced.” With an

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Introduction by Gordon
Hutner

From very early on in his
career, John F. Kennedy's
allure was more akin to a
movie star than a
presidential candidate. Why

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were Americans so attracted to Kennedy in the late 1950s and early 1960s—his glamorous image, good looks, cool style, tough-minded rhetoric, and sex appeal? As Steve Watts

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argues, JFK was tailor made for the cultural atmosphere of his time. He benefited from a crisis of manhood that had welled up in postwar America when men had become ensnared by

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bureaucracy, softened by
suburban comfort, and
emasculated by a generation
of newly-aggressive women.
Kennedy appeared to revive
the modern American man
as youthful and vigorous,

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masculine and athletic, and
a sexual conquistador. His
cultural crusade involved
other prominent figures,
including Frank Sinatra,
Norman Mailer, Ian
Fleming, Hugh Hefner, Ben

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Bradlee, Kirk Douglas, and
Tony Curtis, who collectively
symbolized masculine
regeneration. JFK and the
Masculine Mystique is not
just another standard
biography of the youthful

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president. By examining
Kennedy in the context of
certain books, movies, social
critiques, music, and
cultural discussions that
framed his ascendancy,
Watts shows us the

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excitement and sense of
possibility, the optimism and
aspirations, that
accompanied the dawn of a
new age in America.

The Ford name is
everywhere, even in places

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where you don't see it. It is ingrained in the American way of life. From the way we make our food to the way we think about cars, it all came from the mind of this Irishman from Michigan.

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Henry Ford was a titan's
titan. In monetary terms, he
was richer than the richest
man alive today. Yet, he was
the gentlest of souls and had
the brightest of minds. This
book covers his life from

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when his family immigrated to Michigan until his last breath. It recounts a life from the perspective of someone who wants to understand the genius and spirit within everyone. If you

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want to learn how he
thought and how he went
about accomplishing what
he did, you will thoroughly
enjoy this book. Henry Ford
remains one of the best
examples to follow in

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changing how we think and
moving our life to a whole
new level.

Henry Ford and the
American Century

The 66 Kid

How Andrew Carnegie, John

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American Century

D. Rockefeller, Jay Gould,
and J. P. Morgan Invented
the American Supereconomy
Henry Ford - Auto Tycoon
Henry Ford Grows a Car
My Life and Work
Insight and Analysis Into the

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Man Behind the American Auto Industry

Examines the relationship between
two of the founding fathers of
American industry--Andrew
Carnegie and Henry Clay
Frick--and the Homestead Steel

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Strike of 1892, which led to the dissolution of their partnership. The untold story of the Madoff scandal, by one of the first journalists to question his investment practices Despite all the headlines about Bernard Madoff, he

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is still shrouded in mystery. How did he fool so many smart investors for so long? Who among his family and employees knew the truth? The person best qualified to answer these questions is Erin Arvedlund. In early 2001, she was suspicious

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of the amazing returns of Madoff's hedge fund. Her subsequent article in Barron's could have prevented a lot of misery, had the SEC followed up. Arvedlund presents a sweeping narrative of Madoff's career-from his youth in Queens, New York, to

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his early days working for his father-in-law, and finally to infamy as the world's most notorious swindler. Readers will be fascinated by Arvedlund's portrayal of Madoff, his empire, and all those who never considered that he might be too

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good to be true.

An illuminating biography of the man who taught Americans “how to win friends and influence people” Before Stephen Covey, Oprah Winfrey, and Malcolm Gladwell there was Dale Carnegie. His book,

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How to Win Friends and Influence People, became a best seller worldwide, and Life magazine named him one of “the most important Americans of the twentieth century.” This is the first full-scale biography of this

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influential figure. Dale Carnegie was born in rural Missouri, his father a poor farmer, his mother a successful preacher. To make ends meet he tried his hand at various sales jobs, and his failure to convince his customers to buy what

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he had to offer eventually became the fuel behind his future glory.

Carnegie quickly figured out that something was amiss in American education and in the ways businesspeople related to each other. What he discovered was as

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simple as it was profound:

Understanding people's needs and desires is paramount in any successful enterprise. Carnegie conceived his book to help people learn to relate to one another and enrich their lives through effective

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communication. His success was extraordinary, so hungry was 1920s America for a little psychological insight that was easy to apply to everyday affairs. Self-help Messiah tells the story of Carnegie's personal journey and how it gave

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rise to the movement of self-help
and personal reinvention.

How a Michigan farm boy became
the richest man in America is a
classic, almost mythic tale, but
never before has Henry Ford's
outsized genius been brought to life

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so vividly as it is in this engaging and superbly researched biography. The real Henry Ford was a tangle of contradictions. He set off the consumer revolution by producing a car affordable to the masses, all the while lamenting the

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moral toll exacted by consumerism. He believed in giving his workers a living wage, though he was entirely opposed to union labor. He had a warm and loving relationship with his wife, but sired a son with another woman. A rabid anti-

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Semite, he nonetheless embraced African American workers in the era of Jim Crow. Uncovering the man behind the myth, situating his achievements and their attendant controversies firmly within the context of early twentieth-century

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America, Watts has given us a comprehensive, illuminating, and fascinating biography of one of America's first mass-culture celebrities.

Raised on the Mother Road:
Growing Up on Route 66, the

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World's Most Famous Two-Lane
Blacktop

Henry Ford

My Forty Years with Ford

Andrew Carnegie, J.P. Morgan,

John D. Rockefeller, Henry Ford,

Cornelius Vanderbilt

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American Century

Andrew Carnegie

An American Epic

Henry Ford And the American
Century

A NSTA/CBC Best STEM Book

Famous car-maker and

businessman Henry Ford loved

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beans. And he showed great innovation with his determination to build his most inventive car--one completely made of soybeans. With a mind for ingenuity, Henry Ford looked to improve life for others. After the

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**Great Depression struck,
Ford especially wanted to
support ailing farmers. For
two years, Ford and his team
researched ways to use
farmers' crops in his Ford
Motor Company. They
discovered that the soybean**

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was the perfect answer.

Soon, Ford's cars contained many soybean plastic parts, and Ford incorporated soybeans into every part of his life. He ate soybeans, he wore clothes made of soybean fabric, and he

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wanted to drive soybeans,
too. Award-winning author
Peggy Thomas and illustrator
Edwin Fotheringham explore
this American icon's little-
known quest.

Sex and Power on the New
Frontier