

The Peoples Tycoon Henry Ford And The American Century

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 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 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 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 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 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 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 Magic Kingdom sheds new light on the cultural icon of "Uncle Walt." Watts digs deeply into Disney's private life, investigating his roles as husband, father, and brother and providing fresh insight into his peculiar psyche-his genuine folksiness and warmth, his domineering treatment of colleagues and friends, his deepest prejudices and passions. Full of colorful sketches of daily life at the Disney Studio and tales about the creation of Disneyland and Disney World, The Magic Kingdom offers a definitive view of one of the most influential Americans of the twentieth century.

A compact, lively biography of Henry Ford, the brilliant businessman and icon of American modernity whose towering ego and anti-Semitism complicate his legacy.

* Our summary is short, simple and pragmatic. It allows you to have the 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 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 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-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 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 summary of this book for the modest price of a cup of coffee!

The five 'Titans of Industry' discussed in this series are, without a doubt, the most influential and impactful men in American history. 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 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 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 created has changed the way the entire world thinks about manufacturing. Grab a copy, pull up a chair, pour your favorite reading beverage, and dive into the lives of the men who built America.

Young Henry Ford is a visual 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 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 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 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 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, and photos of the early stages of the first automobile.

When J. P. Morgan called a meeting of New York's financial leaders after the stock market crash of 1907, Hetty Green was the only woman in the room. The Guinness Book of World Records memorialized her as the World's Greatest Miser, and, indeed, this unlikely robber baron -- who parlayed a comfortable inheritance into a fortune that was worth about 1.6 billion in today's dollars -- was frugal to a fault. But in an age when women weren't even allowed to vote, never mind concern themselves with interest rates, she lived by her own rules. In *Hetty*, Charles Slack reexamines her life and legacy, giving us, at long last, a splendidly "nuanced portrait" (*Newsweek*) of one of the greatest -- and most eccentric -- financiers in American history. This P.S. edition features an extra 16 pages of insights into the book, including author interviews, recommended reading, and more.

Examines the life of Henry Ford and provides information about Ford's family

background, childhood, education, and revolutionary work as an automobile manufacturer.

The Ford name is everywhere, even in places 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. 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 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 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 changing how we think and moving our life to a whole new level.

From very early on in his career, John F. Kennedy's allure was more akin to a movie star than a presidential candidate. Why 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 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 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, masculine and athletic, and a sexual conquistador. His cultural crusade involved other prominent figures, including Frank Sinatra, Norman Mailer, Ian Fleming, Hugh Hefner, Ben 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 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 excitement and sense of possibility, the optimism and aspirations, that accompanied the dawn of a new age in America. Master of Precision is the fascinating firsthand account of Henry Martyn Leland's life and work during the early days of the automobile industry.

The People's Tycoon Henry Ford and the American Century Vintage

The definitive and "utterly absorbing" biography of America's first news media baron based on newly released private and business 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 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 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 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 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, 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 Thalberg. An "absorbing, sympathetic portrait of an American original," *The Chief* sheds light on the private life of a very public man (Chicago Tribune).

A lively account of Henry Ford's invention 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 internal combustion, describing his indelible impact on American culture and the perplexing subsequent changes in his personality.

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 automobile travel along the road. Here is the book that exposed the Daimler-Chrysler "merger of equals" as a bold German takeover of an industrial icon. *Taken for a Ride* reveals the shock waves felt around the world when Daimler-Benz bought Chrysler for \$36 billion in 1998. In a gripping narrative, Bill Vlasic and Bradley A. Stertz go behind the scenes of the defining corporate drama of the decade -- and in a new epilogue chart its chaotic aftermath.

A NSTA/CBC Best STEM Book Famous car-maker and businessman Henry Ford loved 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 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 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 wanted to drive soybeans, too. Award-winning author Peggy Thomas and illustrator Edwin Fotheringham explore this American icon's little-known quest.

This Biography Collection includes the following biographies: Benjamin Franklin, Nikola Tesla, Henry Ford, J.P. Morgan, John D. Rockefeller, Thomas Edison
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 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 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 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-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 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 people read his newspaper and obeyed his advice? Read on, and form your own conclusion.

A biography of the combative man whose genius and force of will created modern capitalism, documenting how Vanderbilt helped launch the transportation revolution, propel the Gold Rush, reshape Manhattan, and invent the modern corporation.

A biography of the controversial entrepreneur who transformed the world of American business explores the contradictions of Henry Ford's life and assesses his accomplishments within the context of early twentieth-century America. Describes how Henry Ford promoted his anti-Semitic views in "The Dearborn Independent" and other publications and examines the response of the Jewish community in America as well as Ford's impact on the spread of anti-Semitism in Europe before World War II.

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 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.

The real Hugh Hefner-the extraordinary inside story of an American icon
""Riveting... Watts packs in 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 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, 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 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 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 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 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 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 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 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 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 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 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 leisurely lifestyle. He proved instrumental-with his influential magazine, syndicated television shows, fashionable nightclubs, swanky resorts, and movie and musical projects-in 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 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 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, 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 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 *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 altered the course of modern history. Spans from Hefner's childhood to the launch of *Playboy* magazine and the expansion of

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A New York Times bestseller! "Beautifully crafted and fun to read." —Louis Galambos, *The Wall Street Journal* "Nasaw's research is extraordinary." —*San Francisco 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 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 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 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 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 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. 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 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 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 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 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.

In *The Fords: An American Epic*, Peter Collier and David Horowitz tell the riveting story 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 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 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 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 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 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 Kennedys, Roosevelts, Rockefellers, and Fondas.

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 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 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 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 good to be true.

The stunning, never before 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 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 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 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, 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 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 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, might yet be contained. Fordlandia is a 2009 National Book Award Finalist for Nonfiction.

A "fascinating slice of rarely considered American 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 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 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 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 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 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 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 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 the American landscape, the American economy, and the American way of life and Guinn brings this seminal moment in history to vivid life.

"Makes a reader feel like a 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. 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 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 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 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 modern age, inventing a nation of full economic participation that could not have been imagined only a few decades earlier.

Though reviled for more than a century as Wall Street's greatest villain, Jay Gould was in fact

its most original creative genius. Gould was the robber baron's robber baron, the most astute financial and business strategist of his time and also the most widely hated. In *Dark Genius of Wall Street*, acclaimed biographer Edward J. Renehan, Jr., combines lively anecdotes with the rich social tapestry of the Gilded Age to paint the portrait of the most talented financial buccaneer of his generation-- and one of the inventors of modern business.

Born on a small farm in rural Michigan, Henry Ford's humble beginnings were no match for his ambition. Ford 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 meteoric rise, and explains how the genius behind the assembly line and the Model T shaped modern American industry.

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

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

Spanning more than one hundred years and four generations, this biography of Henry Ford, the automobile company he created, and the dynasty he founded, reflects the rise of industrial America and the American dream

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

The gripping history of electricity and how the fateful collision of Thomas Edison, Nikola Tesla, and George Westinghouse left the world utterly transformed. In the final decades of the nineteenth century, three brilliant and visionary titans of America's Gilded Age—Thomas Edison, Nikola Tesla, and George Westinghouse—battled bitterly as each vied to create a vast and powerful electrical empire. In *Empires of Light*, historian Jill Jonnes portrays this extraordinary trio and their riveting and ruthless world of cutting-edge science, invention, intrigue, money, death, and hard-eyed Wall Street millionaires. At the heart of the story are Thomas Alva Edison, the nation's most famous and folksy inventor, creator of the incandescent light bulb and mastermind of the world's first direct current electrical light networks; the Serbian wizard of invention Nikola Tesla, elegant, highly eccentric, a dreamer who revolutionized the generation and delivery of electricity; and the charismatic George Westinghouse, Pittsburgh inventor and tough corporate entrepreneur, an industrial idealist who in the era of gaslight imagined a world powered by cheap and plentiful electricity and worked heart and soul to create it. Edison struggled to introduce his radical new direct current (DC) technology into the hurly-burly of New York City as Tesla and Westinghouse challenged his dominance with their alternating current (AC), thus setting the stage for one of the eeriest feuds in American corporate history, the War of the Electric Currents. The battlegrounds: Wall Street, the 1893 Chicago World's Fair, Niagara Falls, and, finally, the death chamber—Jonnes takes us on the tense walk down a prison hallway and into the sunlit room where William Kemmler, convicted ax murderer, became the first man to die in the electric chair. The roller-coaster life of the flamboyant creator of General Motors William C. Durant did big things the big way: he overreached, but, until his final failure, he picked up the pieces time after time to confound his competitors. From a turbulent childhood in the small town of Flint, Michigan, to his phenomenal success in creating General Motors, Durant's meteoric career easily rivals the success stories of modern legends like Ted Turner, Rupert Murdoch, and Bill Gates. With his trademark smile and personal charisma, Durant assembled General Motors in a few short years, buying companies at the rate of one every thirty days. Durant's deal-making artistry even tempted Henry Ford, and had Durant upped his acquisition price Ford would be a division of GM today. Durant's story illuminates the conflict between innovation and control of innovation -of the uneasy alliances struck again and again between inventors and their sources of capital. His years of heady success building General Motors were marked by epic struggles with bankers. But he depended on only a few sources of big money to finance his exploding business, and pitted himself against forces he underestimated or refused to consider. Gambling on a run on GM stock, he was finally forced into a buyout that ousted him from his role in the GM empire. Into the dramatic tale of this early twentieth-century mogul come the

fascinating automotive pioneers -Henry Ford, David Buick, Charles Nash, Albert Champion, Louis Chevrolet, and Alfred P. Sloan. On Wall Street, J. P. Morgan turned down Durant's request for a loan while Pierre du Pont invested in Durant's expansion. Tracing the fortunes of a man and his era, The Deal Maker is a fast-paced, rousing tale of Durant's dizzying success and ultimate failure.

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