

Since the formation of the American Republic the principles of free enterprise and equal opportunity have been at the very core of economic philosophy. During the revolution, colonists fought not only for intangibles like liberty and justice, but also for the promises of a free market that provided everyone with the opportunity to pursue economic advancement regardless of social position and unsubjected to a crown. America quickly became a society in which an individual's success would be measured not by birthright, but rather by determination. In this atmosphere, men and women have sought fortune limited only by their own abilities, their willingness to work hard, and their courage in the face of unknown dangers. In this course, we will examine the lives and careers of successful men and women who seized the opportunities offered by the vibrant and open economy that has ensued. We will examine how each of these individuals found the necessary resources—both economic and personal—to achieve greatness in the business arena. In doing so, we hope not only to arrive at a better understanding of American business history in general, but also to commune with its greatest visionaries—its Masters of Enterprise. 14 Courses on 7 CDs. Course Syllabus 1 The Business of America 2 John Jacob Astor: From Furs to Real Estate 3 Cyrus McCormick: The Business of Agriculture 4 Cornelius Vanderbilt and Jay Gould: Speculating on America 5 Andrew Carnegie and John D. Rockefeller: An Obsession for Efficiency 6 J.P. Morgan: The Triumph of the Money Man 7 Henry Ford and Alfred P. Sloan: Capturing the Dream 8 Walt Disney: The Business of Fantasy 9 Robert Woodruff: As American as Coke 10 Ray Kroc: The Industrialization of Eating 11 Sam Walton: Will the Real Uncle Sam Please Stand Up? 12 Mary Kay Ash: What Do Women Want? 13 Andrew Grove and Bill Gates: Intel (and Microsoft) Inside 14 The Past and Future of American Business

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Alfred Chandler is the world master of institutional business history. Modern business enterprise came in when administrative coordination did better than . Inevitably, the people who ran the show nursed aspirations that contradicted family.

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research in entrepreneurial history took an eclectic set of directions, the railroad entrepreneurs in nineteenth-century America. .. world, the sharp divide between public rules and private enterprise implied in Cotton Masters Aside from being a rapper, Master P has also enjoyed a successful He has since invested the millions of dollars he made from his No His conglomerate company, No Limit Enterprises became a financial powerhouse. He gave out free samples to people with expensive cars and had.

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