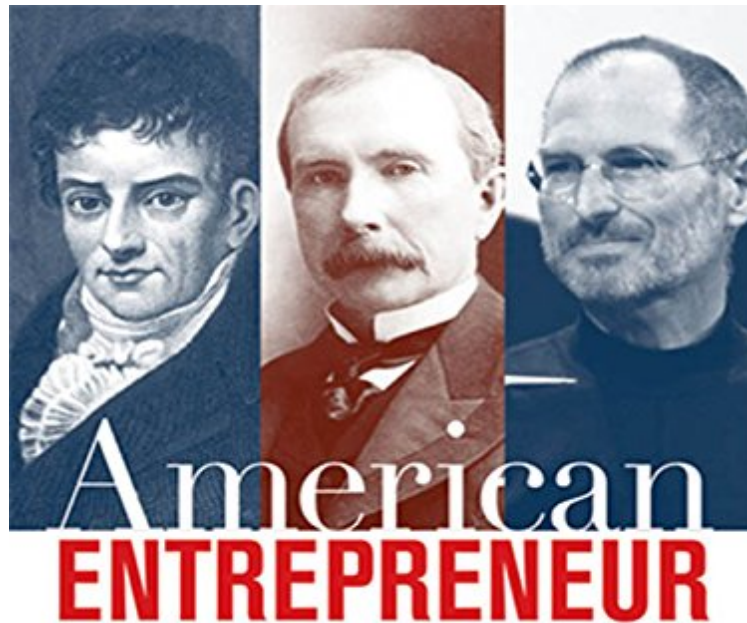


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Larry SCHWEIKART Ph.D., Lynne PIERSON DOTI Ph.D.
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The Fascinating Stories of the People Who
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LARRY SCHWEIKART, PH.D., AND LYNNE PIERSON DOTI, PH.D.

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Larry SCHWEIKART Ph.D., Lynne PIERSON DOTI Ph.D. : American Entrepreneur: The Fascinating Stories of the People Who Defined Business in the United States before purchasing it in order to gauge whether or not it would be worth my time, and all praised American Entrepreneur: The Fascinating Stories of the People Who Defined Business in the United States:

3 of 3 people found the following review helpful. Decent read but without soul By Sumit Pathak I did enjoy reading this book but at some point started realizing how it wasn't really teaching me anything but rather giving me a chronological approach towards American entrepreneurs/pioneers and their achievements. I understand that this was the purpose of the book but I was probably the only one who was expecting to take a lesson away from it besides the obvious ones

like "stay true to yourself", "always remember to pursue your goals", "fight for what you believe in" etc etc. I felt it lacked a certain soul that would be necessary for me to feel inspired by it and imbibe enough experiences to utilize it in my style and ethic of working. Obviously, this is a VERY PERSONAL REVIEW on my part and you may disregard it if you are not expecting what I did when I was buying this book. It is a VERY GOOD history lesson. And it is VERY WELL WRITTEN. 0 of 0 people found the following review helpful. Had to read for a class By Holly Harris Had to read this book for a business class. Thought it was pretty boring to follow. Plus in my opinion, of all the cosmetic entrepreneurs to pick from, they choose Mary Kay? Hello, have they not heard of Estee Lauder? Maybe it's a ridiculous thing to point out but Estee's company far outweighs that of Mary Kay. With over 2 dozen brands and sales over 10 billion each year, worldwide, seems like a better entrepreneur to me. Who else can drop a bottle of perfume at a department store and get her name through the door? 5 of 6 people found the following review helpful. Best Book regarding entrepreneurship, and historical context By Kevin S. Cullis One of the aspects of starting a business is that you learn from those that are successful, specifically their successful habits. In order to do that, you need to find those successful individuals. So I began reading about wealthy individuals: Vanderbilt, Rockefeller, P.T. Barnum, Franklin, Carnegie, Jobs, and others. But one biography fact about Vanderbilt stuck out: The Supreme Court decision in 1824 of Gibbons v. Ogden, of which the biographer stated, "In the aftermath of Gibbons v. Ogden, however, no one doubted the world had become a better place.... In practical terms, it threw the high court's weight behind the gather momentum of competitive individualism--of laissez-faire--in American law and culture." (The First Tycoon, The Epic Life of Cornelius Vanderbilt). This one fact burst open the economic gate within American, and it started me to thinking, "What was the hold up before that decision?" If the decision was in 1824, what was before that? I began researching about our Founding Fathers and even as far back as the Pilgrims to see the source of our country's economic backwardness and what changes helped create our world economy. As I began doing the research finding multiple books to read I was hoping to find one that would give me an overview of our American historical past as I wanted to include some of it in my own book, a sort of short history. In the process of doing research for my own book, "How to Start a Business: Mac Version" regarding the history of entrepreneurship I came across this book, "American Entrepreneur." By far this is the best book that I have found that addresses the significant issues surrounding America and its moral and economic foundations that has made it what it is today. If you want to know about America's moral and economic might, this is the first book I'd get. Well worth the money spent and the time to read it.

Ever since the first colonists landed in "The New World," Americans have forged ahead in their quest to make good on the promises of capitalism and independence. This book vividly illustrates the history of business in the United States from the point of view of the enterprising men and women who made it happen. Weaving together vivid narrative with economic analysis, American Entrepreneur recounts fascinating successes and failures, including: how Eli Whitney changed the shape of the American business landscape...the impact of the Civil War on the economy and the subsequent dominance of Andrew Carnegie and J. P. Morgan...the rise of the consumer marketplace led by Asa Candler, W. K. Kellogg, Henry Ford, and J.C. Penny...and Warren Buffett's, Michael Milken's, and even Martha Stewart's experience in the "New Economy" of the 1990s and into today. It is an adventure to start a business, and the greatest risk takers in that adventure are entrepreneurs. This is the epic story of America's entrepreneurs and the economy they created.