



# Giants of Enterprise: Seven Business Innovators and the Empires They Built

*Richard S. Tedlow*

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Seven business innovators and the empires they built.

The pre-eminent business historian of our time, Richard S. Tedlow, examines seven great Ceos who successfully managed cutting-edge technology and formed enduring corporate empires.

With the depth and clarity of a master, Tedlow illuminates the minds, lives and strategies behind the legendary successes of our times:

- . George Eastman and his invention of the Kodak camera;
- . Thomas Watson of Ibm;
- . Henry Ford and his automobile;
- . Charles Revson and his use of television advertising to drive massive sales for Revlon;
- . Robert N. Noyce, co-inventor of the integrated circuit and founder of Intel;
- . Andrew Carnegie and his steel empire;
- . Sam Walton and his unprecedented retail machine, Wal-Mart.

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