



Forbes Greatest Business Stories of All Time

By Daniel Gross

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What do Bill Gates, Henry Ford, J. P. Morgan, Mary Kay Ash, and Walt Disney all have in common? Uncompromising vision, a willingness to take risks, and exceptional business acumen. Not only did these individuals amass great fortunes, they revolutionized the business world and helped shape society as we know it. Theirs are just a few of the stories collected in this anthology of commercial ingenuity.

Drawing on a wealth of sources, this priceless collection brings to life extraordinary achievements, many of them forgotten or little known: how Robert Morris, the preeminent merchant of the eighteenth century, financed the American Revolution with his personal credit; how Ray Kroc used a shrewd real estate strategy to turn a faltering hamburger franchise operation into the McDonald's fast food empire; and how Mary Kay Ash built a billion-dollar direct sales cosmetics company by preaching a message of economic empowerment to women.

Enlightening and fascinating, Forbes(r) Greatest Business Stories of All Time celebrates larger-than-life ambition, inspired leadership, wheeling and dealing, and hard work.

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Editorial Review

Amazon.com Review

Historian and journalist Daniel Gross has produced a collection of profiles of corporate high-achievers that is exceptionally informative, extremely entertaining, and endlessly inspiring. In *Forbes Greatest Business Stories of All Time*, Gross examines 20 pioneering risk-takers who refused to compromise and were ultimately rewarded for their efforts. From the richest man in America during Revolutionary times (Robert Morris) to its richest man today (Bill Gates), the book tracks industrialists, corporate kings, financiers, and visionaries, including J. P. Morgan, Walt Disney, Ray Kroc, and Mary Kay Ash in a manner that shows why all are worth studying.

From the Publisher

Insightful stories of 20 entrepreneurs and how they changed the way we live and do business. The editors of Forbes magazine have gathered the stories every educated business professional needs to read. Each story features a business personality as well as a corporation, and is packed with drama, excitement, wisdom and success secrets. The book as a whole is an insightful history, illuminating our current condition by explaining the forces behind it.

From the Inside Flap

What do Bill Gates, Henry Ford, J. P. Morgan, Mary Kay Ash, and Walt Disney have in common? Uncompromising vision, a willingness to take risks, and exceptional business acumen. Not only did these individuals amass great fortunes, they revolutionized the business world and helped shape society as we know it. While most of us have a general knowledge of these and other legendary figures, few know the details of their exceptional careers. Daniel Gross and the Editors of Forbes magazine, one of the world's foremost business publications, present twenty fascinating stories. You'll meet the personalities behind some of the best-known name brands in history, including McDonald's, Harley-Davidson, RCA, Merrill Lynch, Xerox, Wal-Mart, and Standard Oil, among others. *Forbes Greatest Business Stories of All Time* draws on a wealth of sources to offer this priceless collection. The book brings to life extraordinary achievements, many of them forgotten or little known: how Robert Morris, the preeminent merchant of the eighteenth century, financed the American Revolution with his personal credit; how Ray Kroc used a shrewd real estate strategy to turn a faltering hamburger franchise operation into a fast-food Empire; and how Mary Kay Ash built a billion-dollar direct sales cosmetics company by preaching a message of economic empowerment to women. Covering industries ranging from oil to cosmetics, from the eighteenth century up to the present, *Forbes Greatest Business Stories of All Time* celebrates larger-than-life ambition, inspired leadership, wheeling and dealing, and hard work. These tales are as entertaining as they are informative—an essential tool for business enthusiasts and anyone interested in how our modern commercial culture was built. *Forbes Magazine* Founded in 1917, *Forbes* has brought the nation's greatest business stories to readers for more than three quarters of a century. The magazine's unique brand of hard-hitting reporting, challenging the conventional wisdom, has made *Forbes* must-reading for successful executives. Published biweekly, every issue contains more than 50 concise, original stories, written from a top manager's perspective, about companies and the people who run them.

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