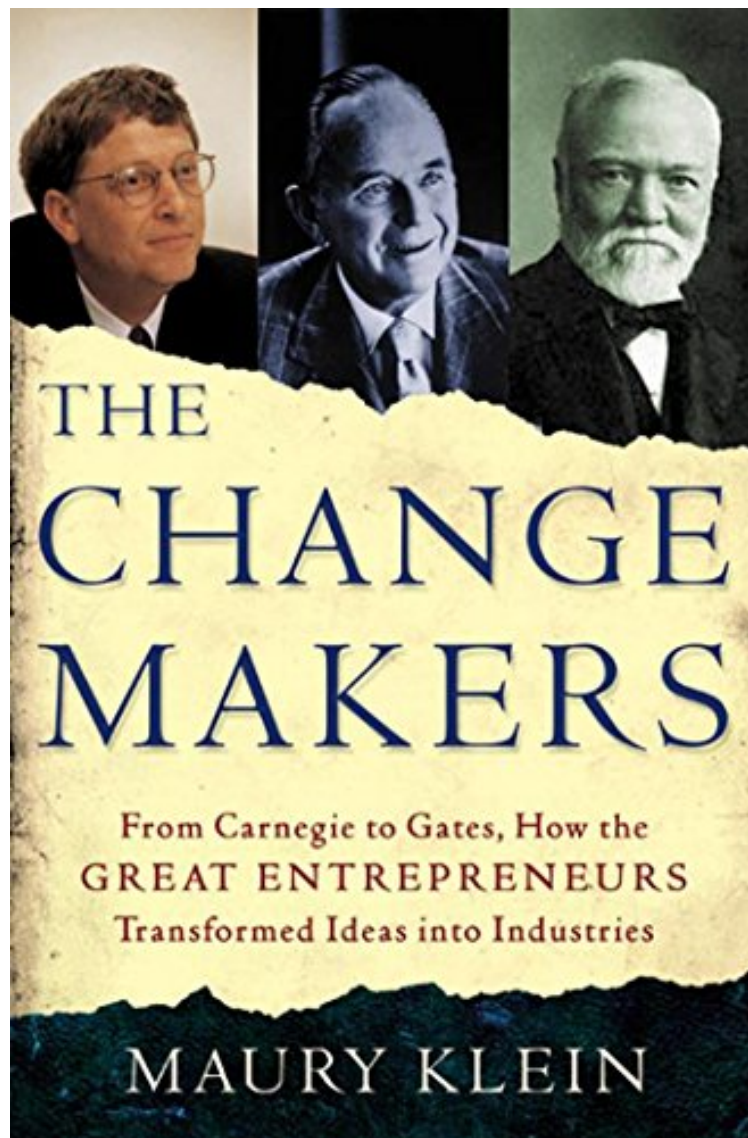


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## The Change Makers: From Carnegie to Gates, How the Great Entrepreneurs Transformed Ideas into Industries

*Maury Klein*

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From one of America's foremost business historians, a penetrating and engaging look at the qualities that create great entrepreneurs. Entrepreneurs, even more than inventors, are essential to American business. While inventors produce ideas, entrepreneurs get things done, build the markets, make ideas reality. But what creative talents do the legendary American entrepreneurs share, and what can you learn from them about business success? Using lively character sketches and company stories, University of Rhode Island professor and author Maury Klein analyzes how innovators from Andrew Carnegie to Bill Gates triumphed over perennial challenges in planning and strategy, production, operations, staffing, and sales--and transformed entire industries. Comparing the retailing acumen of J.C. Penney and Wal-Mart's Sam Walton, the organizational ingenuity of Standard Oil's John D. Rockefeller and Citigroup's Sandy Weill, the imaginative marketing of General Motors' Alfred Sloan and MacDonald's Ray Kroc, Klein reveals the art and archetype of successful entrepreneurialism. Moving beyond the cliché, he describes the artistry of great businessmen who build empires and dreams as well as fortunes, in *The Change Makers*.