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billionaire. Today's business folks (aka Republicans) seem to have forgotten the concept entirely: "The people who consume the bulk of the goods [and services] are the people who make them. The People's Tycoon: Henry Ford and the American Century ... About The People's Tycoon. How a Michigan farm boy became the richest man in America is a classic, almost mythic tale, but never before has Henry Ford's outsized genius been brought to life so vividly as it is in this engaging and superbly researched biography. The real Henry Ford was a tangle of contradictions. He set off the consumer revolution by producing a car affordable to the masses, all the while lamenting the moral toll exacted by consumerism. The People's Tycoon by

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Steven Watts: 9780375707254 ... The People's Tycoon: Henry Ford and the American Century. by Steven Watts. The name of Henry Ford surely stands high on anyone's list of the. most influential Americans who have ever lived. He never held. public office --- on the one occasion when he tried, he was. The People's Tycoon: Henry Ford and the American Century ... Steven Watts excellent biography of Henry Ford, The People's Tycoon: Henry Ford and the American Century is a comprehensive account of the life of a business legend. The book is painstakingly researched and masterfully written. The 650-page tome is a window into the ups and downs of Henry Ford's life. Henry Ford: The People's Tycoon | Turtle Garage Two years

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later, at the insistence of his concerned wife and daughter-in-law, Henry reluctantly surrendered control of the company to Edsel's eldest son, Henry II, with the authority to turn it around. "The people's tycoon" finally retired to his Dearborn estate, Fair Lane; he died there in April 1947 at the age of 83. A later Ford Motor Company president, Lee Iacocca, writes: "The fact is, there probably couldn't be a Henry Ford in today's world. Biography: Henry Ford: The People's Tycoon | Vision The People's Tycoon: Henry Ford and the American Century | The Henry Ford. Your purchase helps support. The Henry Ford, an independent nonprofit organization celebrating the American experience of innovation, ingenuity and

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resourcefulness. The People's Tycoon: Henry Ford and the American Century ... The People's Tycoon is an insightful and well-balanced biography of Henry Ford, the man who helped usher in the new mass consumer society along with the concept of mass production which produced his famed Model T. This car became a symbol of the ordinary person's ability to partake in this new era of plenty and opportunity. The People's Tycoon: Henry Ford and the American Century ... The People's Tycoon: Henry Ford and the American Century: Author: Steven Watts: Publisher: Knopf Doubleday Publishing Group, 2009: ISBN: 0307558975, 9780307558978: Length: 656 pages: Subjects The People's Tycoon: Henry Ford and the American Century

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... Hailed in Nazi Germany and Soviet Russia, Henry Ford was “an American icon”—and, argues historian Watts, the principal architect of American consumer culture. Born on a Michigan farm in 1863, Ford did not want for much; the crops were good, and his mother imparted to him a Victorian ethic that “forged a creed combining Protestant moralism, market individualism, the work ethic, and genteel restraint.” THE PEOPLE'S TYCOON by Steven Watts | Kirkus Reviews Steven Watts talked about his biography *The People's Tycoon: Henry Ford and the American Century*, published by Alfred A. Knopf. In it he writes that the automobile pioneer was the man who first ... [The People's Tycoon: Henry Ford and the American Century ... Download The

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