

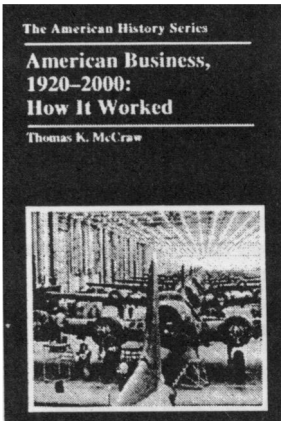
# Harlan Davidson

## AMERICAN BUSINESS, 1920–2000: HOW IT WORKED

Thomas K. McCraw

Harvard University,

Graduate School of Business Administration



This uncommonly readable book is unique in the market for its breadth of coverage and depth of analysis. Five of its ten chapters provide deft examinations of representative companies and the remarkable people who led them. The firms considered include McDonald's, Procter & Gamble, Boeing, General Motors, and Ford—all of which began as entrepreneurial startups and grew to become big businesses—their success stories counterbalanced by a detailed dissection of the monumental failure of RCA, long the world leader in consumer electronics but now gone the way of the Dodo.

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260 pages. Includes Photographs, Bibliographical Essay, and Index. © 2000

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*Larry D. Browning*

*Judy C. Shetler*

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