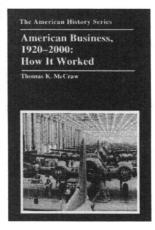
# Harlan Davidson

AMERICAN BUSINESS, 1920–2000: How IT WORKED Thomas K. McCraw Harvard University,
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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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The book also features five brief "overview" chapters—one each on women and African Americans in business, and three on vital sectors of American business: finance; chemicals and pharmaceuticals; and computers, Silicon Valley, and the Internet—striking photographs, and a comprehensive bibliographic essay. This informative and enjoyable work is destined to become a classic, essential reading for anyone interested in how American business powered the twentieth century and for all students of U.S. business history and the art of administration.

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

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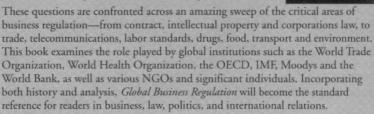
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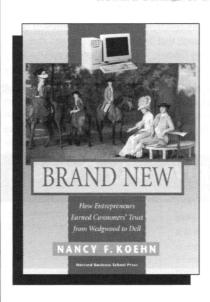
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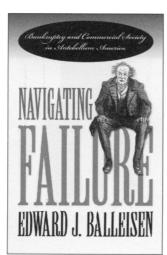
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