



Forbes® Greatest Business Stories of All Time

Daniel Gross, Forbes

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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.

Forbes® Greatest Business Stories of All Time Details

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From Reader Review Forbes® Greatest Business Stories of All Time for online ebook

Marcos Moret says

Excellent collection of bite-sized pieces on US companies including McDonalds, Disney, and Wal-Mart - full of useful and memorable business insights.

Iliya Polihronov says

It's pretty much exactly what you expect from the book's title and cover. Does a fine job of compiling the short resume of great people with great business stores. One thing that surprised me pleasantly was the way they stories were ordered so you kind of get an idea how the US economy developed over time and what role these amazing people had in it.

David says

Handy book for inspiration... with many great stories of ordinary folks who've made it in the business world. I enjoyed the stories as presented in concise chapters, so that one could start and complete a chapter (and a story) anytime (like during a short business flight)

Lori Grant says

A should-read book on entrepreneurial success stories for the knowledge worker or aspiring entrepreneur.

Nipun says

its like a textbook

Gives outline story of great businesses with some hints about personalities of owners and how they achieved success

Vanya Prodanova says

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Sandis Viksna says

Nice read but a bit too historic.

Nathan says

I really enjoyed reading this book. Every time I finished one story I couldn't wait to get to the next one. Forbes does a good job at providing a brief background, the risks each of the entrepreneurs faced, and how they overcame those risks. While it is not a must-have, it is a fun read for anyone involved in business.

Caroline says

these were very interesting stories, mostly about the beginnings of the successful companies that we today take for granted as having always been there (McDonalds, Ogilvy Advertising, Radio advertising, Disney, etc). They all are the product of an extremely motivated and passionate individual who oftentimes is rejected or unsuccessful until finally he/she makes it. This is a good lesson for anyone interested in entrepreneurship.

Ben Walker says

A great book to flip through at a library -- there are two page summaries about a few different American business peoples. I read the marketing guy (Ogilvy) and the AT&T/MCI clash (McGowan) and skimmed a couple others.

The book felt a bit dated as of my 2014 reading, but those summaries are great because they give you a flavor of what the chapter is about.

David says

from motley fool

Syndi says

I bought this book while browsing on Borders. First I was hesitate to buy it. Because the price is pretty expensive. But i decided to buy it anyway.

This book is fairly interesting. It is a good reading for person who wants to have a quick summary or highlight of each of the company.

Its a light reading.

D G says

very interesting book

Arminius says

A great lesson can be learned by these stories. Almost every one of them had a vision and was told by the so-called experts of the day that their vision was impossible to accomplish or would not work. Just think of how many people's dreams are crushed by some nominal expert. Fortunately, they did not listen. Learn about American Revolutionary War financier Robert Morris and McDonald's founder Roy Kroc among others.

Henry Park says

Interesting stories (part true, part twisted by the media mogels I'm certain) but all great events in our american history. Starts before the war with the British. People don't realize the blood, sweat and deals that the US was founded on. Gives you a fresh new perspective on politics, globalization etc.
