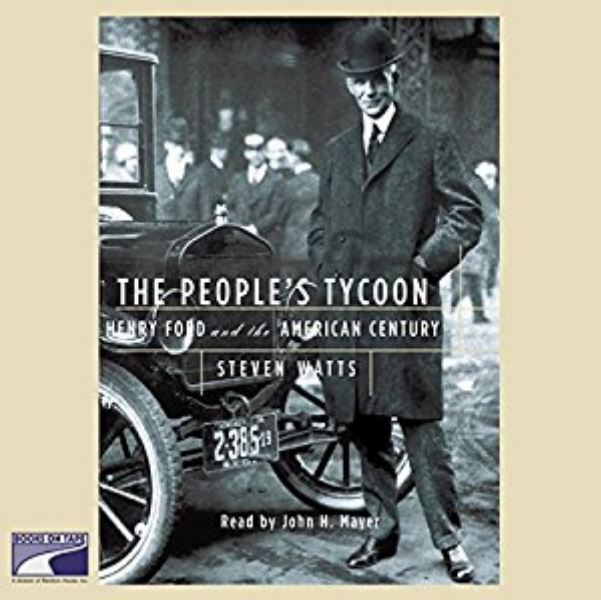
Ebook Directory
the best source of ebook

The book was found

The People's Tycoon



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Henry Ford, a major architect of modern America, has lived on in the imagination of his fellow citizens as an enduring figure of fascination, an inimitable individual, a controversial personality, and a social visionary from the moment his Model T brought the automobile to the masses and triggered the consumer revolution. But never before has his outsized genius been brought to life so vividly as by Steven Watts in this major new biography. Watts, the author of the much acclaimed The Magic Kingdom: Walt Disney and the American Way of Life, has produced a superbly researched study of a man who was a bundle of contradictions. Ford was the entrepreneur who first made the automobile affordable but who grew skeptical of consumerismÃ¢â ¬â„¢s corrosive impact on moral values, an employer who insisted on a living wage for his workers but stridently opposed unions, who established the assembly line but worried about its effect on the work ethic, who welcomed African Americans to his company in the age of Jim Crow but was a rabid anti-Semite. He was the private man who had a warm, loving marriage while siring a son with a mistress; a father who drove his heir, Edsel, so relentlessly that it contributed to his early death; a folksy social philosopher and at one time, perhaps, the most popular figure in America, who treated his workers so harshly that they turned against him; creator of the largest, most sophisticated factory in the world who preferred spending time in his elaborate re-creation of a nineteenth-century village; and the greatest businessman of his age who haplessly lost control of his own company in his declining years.Watts poignantly shows us how a Michigan farm boy from modest circumstances emerged as one of AmericaÃ¢â ¬â„¢s richest men and one of its first mass-culture celebrities, one who became a folk hero to millions of ordinary citizens because of his support of high wages and material abundance for everyday workers and yet also excited the admiration of figures as diverse as Vladimir Lenin and Adolf Hitler, John D. Rockefeller and Woodrow Wilson. Disclosing the man behind the myth and situating his achievements and controversies firmly within the context of early twentieth-century America, Watts has given us a comprehensive, illuminating biography of an American icon. --This text refers to an out of print or unavailable edition of this title.

Book Information

Audible Audio Edition
Listening Length: 29 hoursÃ Â andÃ Â 25 minutes
Program Type: Audiobook
Version: Unabridged
Publisher: Books on Tape

Audible.com Release Date: November 21, 2008

Whispersync for Voice: Ready

Language: English

ASIN: B001M1WJ3M

Best Sellers Rank: #125 inÃ Â Books > Audible Audiobooks > Nonfiction > Transportation #139 inÃ Â Books > Business & Money > Industries > Automotive #227 inÃ Â Books > Audible Audiobooks > Biographies & Memoirs > Business Leaders

Customer Reviews

Henry Ford had so many amazing interests and his life covered such an important part of modern history. Ford wanted to see the world become industrialized because he thought it would give people more freedom from toil. He also wanted people connected to the land. He envisioned a time when people would work in factories but also work the land. He had so many progressive ideas but his motivation left me wondering what kind of person he truly was. I came away feeling he was selfish, brilliant, energetic and much engaged in the world. He did great things which were progressive but I felt his motivation was always to produce more. People were like machines to him. I liked the way the author organized the book not by timeline but rather by events. The book had me looking at the past but also the issues of today. Ford would have had much to say about the current state of the economy, our health care issues, education, personal responsibility and so much more. The way he carried out most of his ideas did not appeal to me but the ideas were brilliant. Not only did I enjoy reading the book, I also enjoyed thinking about the issues he thought about. If you like history, politics and the story of an amazing family, this is the book for you.

A well-balanced and captivating history of one of the most interesting and influential characters of the early 20th century. Ford emerges as a paradox: kind and caring, anti-intellectual and biased, world-peace activist and jew-basher, a delightful combination of groundbreaking entrepeneur and reactionary Americana traditionalist.I’ve read this book with great relish and would warmly recommend it to anyone with an interest in the Ford Motor Company and the broader early 20th century making of the consumer capitalist society.

I have recently returned from a first visit to beautiful Dearborn, Michigan. There I visited the Henry Ford Museum, Greenfield Village and the Rouge and Flatrock factories. My experience was greatly enhanced by reading the excellent and engaging story of Mr. Henry Ford’s life and his vital role in

shaping modern 20th Century America offered by Professor Steven Watts. This remarkable chronicle of America’s first "industrial celebrity" is not only academically sound, but a joy to read. It helped me understand this magnificantly complex and humane person. It helped me look into myself and at my fellow man in a different light.The chapter dealing with The Great Depression era contained so many parallels with our current economic crisis. Ford’s assesment of the New Deal on page 441 was sarcastically that "entrepreneurs should join the crowd ’to make it unanimous and have us all live off the Government’ then all that is required ’to be perfectly happy is a new kind of Santa Claus who will keep the Government well supplied with money or anything else it wants’

Well written, and hard to believe at some points!What a character Mr. Ford was. I think the greatest strength of this biography is the richness in detailing the everyday Mr. Ford-- the many delightful accounts of him encountering locals in anonymity, like the farmer who was cursing at his Ford-Ferguson tractor-- Old Henry Ford can shove this tractor up his backside! And there was Henry Ford, among the wealthiest men in the world, in overalls and a straw hat. Ford fiddled around under the hood, got the motor running.Next day the man learned who his visitor had been, and expected to be fired, but Ford never let on that it had happened.I wanted more technical details on his cars, but that is not this book. I read the section on the Dahlingers twice-- Watts really handles that well.Did Ford increase his workers’s wages by 100 percent in order to avoid paying out his accumulated horde of cash in dividends? He considered his stockholders to be "parasites," and I think the wage increase is best explained as his avoiding rewarding those investors, not in order to give his workers more money so that they could buy more Ford cars.Suffers from too few photos. Has no maps and no diagrams.

A good book on a big block of American History. Well written and interesting.

A terrific book on Henry Ford. It made me appreciate how little I knew about the man who put America on wheels despitethe many things I had read and heard about Mr. Ford through the years. His loathing of bankers and stockholders, thebelittling of his only son, Edsel, and his dependence upon Harry Bennett, the street-wise thug to run his River Rougeplant I had known about for years, but Professor Watts takes it much further with great detail and chosen quotations bythose who "were there." I would like to add that Professor Watts’ contribution to a recently-viewed PBS presentation onHenry Ford was, to me, most lucid and enlightening. For anyone interested in Henry Ford and early Americana, this workis a great place to start.

Great!

Download to continue reading...

The People’s Tycoon The Alchemy of Air: A Jewish Genius, a Doomed Tycoon, and the Scientific Discovery That Fed the World but Fueled the Rise of Hitler The First Tycoon: The Epic Life of Cornelius Vanderbilt Diary of a Roblox Noob: Superhero Tycoon (Roblox Noob Diaries Book 8) Diary of a Roblox Noob: Lumber Tycoon (Roblox Noob Diaries Book 5) The Lawn Care Entrepreneur - A Start-Up Manual: The Ultimate Lawn Care Business Guide for the Gardening Tycoon Tycoon’s War: How Cornelius Vanderbilt Invaded a Country to Overthrow America’s Most Famous Military Adventurer Walking the Tycoon’s Rope: How ambition drove a poor boy from Ningbo to compete with the richest men of Hong Kong and Singapore THE GREEK TYCOON’S BABY BARGAIN (Harlequin comics) Levittown: Two Families, One Tycoon, and the Fight for Civil Rights in America’s Legendary Suburb Tuxedo Park: A Wall Street Tycoon and the Secret Palace of Science That Changed the Course of World War II Tycoon (The Knickerbocker Club) Persuaded By A Tycoon Taking Home the Tycoon (Texas Cattleman’s Club: Blackmail) Ted Turner: Cable Television Tycoon (Makers of the Media) "Fitness for Middle Aged People: 40 Powerful Exercises to Make People over 40 Years Old Healthy and Fit!" (Diets and fitness for people over 40 years old) How To Analyze People: How To Read People And Master Human Psychology In Less Than One Day (Body Language, People Skills, Human Mind Book 1) How to Analyze People: Human Psychology Read People Instantly, Read Body Language and Know What People Want, How to Read Minds People’s History of Sports in the United States: 250 Years of Politics, Protest, People, and Play (New Press People’s History) People of the Deer (Death of a People)

Contact Us

DMCA

Privacy

FAQ & Help