

The Story of American Business: From the Pages of the New York Times

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For over 150 years, the New York Times has been the United States' newspaper of record. With unmatched breadth, depth, and quality of reporting, its coverage is consistently authoritative and absorbing.

This unique collection of the Times' most fascinating and relevant articles about business opens a compelling window onto how one of the most powerful economies in human history came to be, including the men and women who have helped create it. Introduced and narrated by Harvard Business School historian Nancy Koehn, *The Story of American Business* walks you through content ranging from feature stories to in-depth news analysis to obituaries, spanning from the 1850s to today.

Exploring the people, trends, and pivotal events that have shaped business in America, Koehn has organized the book around a number of important themes, including:

The rise of big business—the advent of mass production, a national market, and the modern U.S. economy

Wall Street—its origins, key players, influence, and evolution

Leadership—from robber barons to corporate rock stars

And much more—including the growth of a consumer society, changing women's roles, development of the labor movement, the rise of the service economy, and the impact of corporate scandals

Absorbing and thought-provoking, *The Story of American Business* provides a much-needed glimpse into our past and a vital lens for understanding our future.

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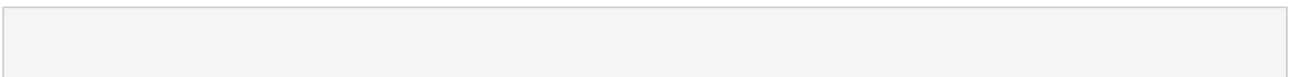
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Bibliography

- Sales Rank: #315692 in Books
- Published on: 2009-10-27
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.60" w x 7.70" l, 2.03 pounds
- Binding: Hardcover
- 416 pages



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Editorial Review

About the Author

Nancy Koehn is an authority on entrepreneurial history and is the James E. Robison Professor of Business Administration at Harvard Business School. Her research focuses on entrepreneurship and leadership.

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