



American Enterprise A History of Business in America

By -

Smithsonian Books. Hardcover. Condition: New. 256 pages. American Enterprise is a dramatic exploration of how the United States transformed from a small dependent nation into one of the worlds most vibrant and trend-setting economies. This companion book to the National Museum of American Historys exhibition of the same name argues that the American experience has been shaped by economic and commercial philosophies. Founding ideals of capitalism and democracy fostered national values of competition and innovation. These values in turn became the building blocks of American business. The ongoing transformation of the marketplace has provided opportunities for many, benefits for some, and hardships for others. This powerful book explores the perspectives of both producers and consumers and illustrates the complex interplay between these two groups throughout history. It does so through four major eras: Merchant (1770s - 1850s), Corporate (1860s - 1930s), Consumer (1940s - 1970s), and Global (1980s - 2010s). The goods, machinery, advertisements, and business leaders of each era are brought to life with objects from the Smithsonians unparalleled collections and explanations by the exhibitions curators. Each era concludes with two essays by famous and influential business leaders who play off the history to pose provocative questions about the...



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