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| Author | Ron Chernow |
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Convinced that struggle was the crucible of character, Rockefeller faced a delicate task in raising his children. He wanted to accumulate wealth while inculcating in them the values of his threadbare boyhood. The first step in saving them from extravagance was keeping them ignorant of their fathers affluence. Until they were adults, Rockefellers children never visited his office or refineries, and even then they were accompanied by company officials, never Father. At home, Rockefeller created a make-believe market economy, calling...

Reader's Opinions

I became interested in J.D.R. through my interest in early automotive history. I was curious about Standard Oil, its rise and eventual dismantling, as well as that time period in American History overall (the Gilded Age), to include technology, economic / business, and societal. I felt I couldn't go wrong reading a...

This is one of the best and most interesting books Ive read on any subject. Rockefellers rise from poverty to