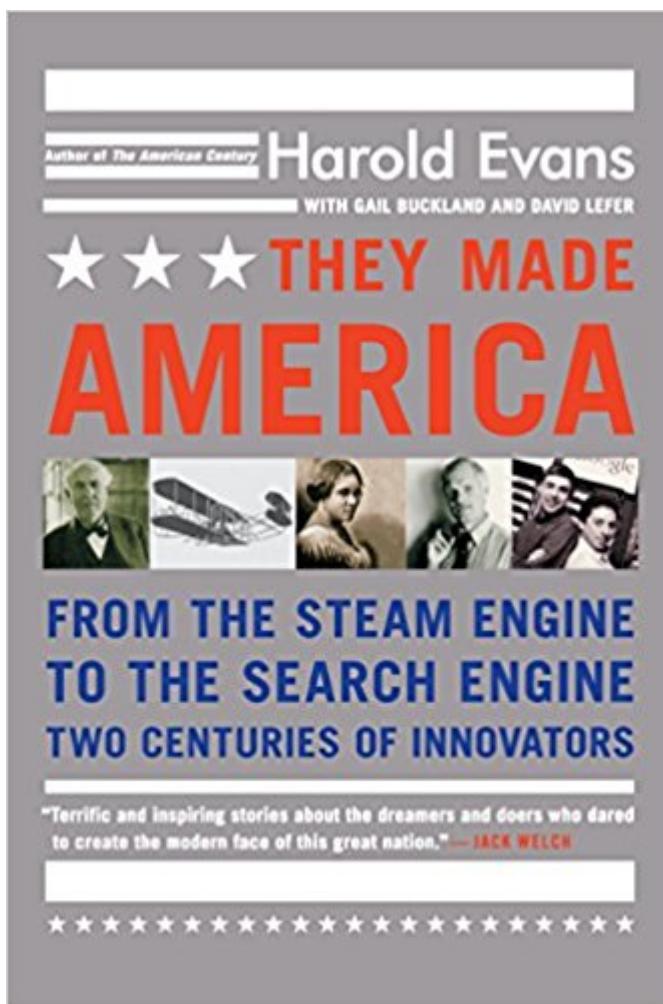


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They Made America: From The Steam Engine To The Search Engine: Two Centuries Of Innovators



Synopsis

Now available in a text-only paperback edition, "They Made America" is a stirring and supremely readable work of history--a celebration of the entrepreneurial energy that has fueled this nation since its inception.

Book Information

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Customer Reviews

Developed in tandem with a four-part PBS series to air in November, Evans's profusely illustrated and elegantly written book offers the same breadth and scope as his previous bestseller, *The American Century*. Evans, former president and publisher of Random House, profiles 70 of America's leading inventors, entrepreneurs and innovators, some better known than others. Along with such obvious choices as Henry Ford, Thomas Edison and the Wright brothers, Evans profiles Lewis Tappan (an abolitionist who dreamed up the idea of credit ratings), Gen. Georges Doriot (pioneer of venture capital) and Joan Ganz Cooney, of the Children's Television Workshop. From A.P. Giannini (father of consumer banking) to Ida Rosenthal (the Maidenform Bra tycoon), Evans shows innovation as both a product of and a contributor to the grand apparatus of American society. And his spotlight is on the true American elite: the aristocracy of strategic visionaries, creative risk takers and entrepreneurial adventurers thriving in their natural environment, the free-market democracy of the United States. Evans doesn't neglect the latest generation of innovators, among them Google's Larry Page and Sergey Brin. He concludes with a note of caution, pointing out the nation's recent loss of dominance in the hard sciences. But just as Edison was inspired by popular

biographies of innovators before him, so might the next generation of scientific and commercial explorers find guidance in Evans's exciting survey. 500 color illus. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

In his second large-format book about U.S. history, Evans extolls American moxie, that seemingly native mixture of initiative and luck that produced the Colt revolver, the FM radio, the Kodak camera, Mickey Mouse, and eBay. As a historian, Evans is less concerned with the inventive spark itself than with how it finds capital and markets. This approach allows fresh insights into familiar stories; we know that the Wright brothers flew, but not, perhaps, how they flirted with the French before selling their machine to the U.S. government. Evans favors "democratizers" who generated affordable mass culture; Henry Ford is his paragon. In the current era, he focusses on the ferment of Silicon Valley, as embodied by such innovators as Larry Page, the Google co-founder, who marvels that more people don't work in technology, because "that's the easiest way to change the world." Copyright © 2005 The New Yorker --This text refers to an out of print or unavailable edition of this title.

Great book filled with amazing people.

A superior book and a most informative one. The writing is clear and brisk. The author related tales about these inventors - or perhaps I should say entrepreneurs - that gave me, at least a better understanding of these men and their lives than I had before. I highly recommend the book.

What a wonderful review of the many inventors who have enriched our lives and built our economy. Some I've never heard of but the author clearly explains how their contribution influenced the way we live. The narrative reveals the trials and challenges each inventor had - this is not a process for the meek. The book itself is well constructed and will last many years as a coffee table ornament.

This book takes a single idea of innovation and explains person by person how each one did it and made it. I had to read this book because one of the authors, was a professor of mine (David Lefer), I would highly recommend it as it is easy read and reviews the great people of America, innovators and achievers.

Worth the read just for the 30 pages on Dr Gary Kildall, DRI and CP/M. Required reading for anyone interested in computing.

This is a review of the audio CD version of "They Made America," by Harold Evans. The audio CD version is a severely abridged version of the book. That by itself isn't necessarily a fatal flaw of the audio book; it's just that some questionable chapters that could have easily been left out of the abridged edition and probably should have never been in the unabridged edition in the first place, were left in the abridged audio CD edition, to its disadvantage. This is unfortunate because excluding those forgettable chapters would have freed up space for some really good chapters that were left out of the abridged audio version. For example, the chapters on Ruth Handler (inventor of the Barbie Doll), Sarah Breedlove Walker (inventor of some hair care products), and Ida Rosenthal (inventor of the Maidenform Bra), could have -- should have -- been left out of all editions. One American woman that I was disappointed not to see a chapter on was Rear Admiral (Dr.) Grace Murray Hopper, who developed the first compiler, helped program the UNIVAC, helped develop COBOL, and did other pioneering work in computer science in the military, government and industry for 60 years. For her many accomplishments, which, in their own way, helped make America, she was the first woman to receive The National Medal of Technology.

A must read book for all ages at any time.

I love this book! My kids use it a lot for research for school reports, and I grab it when I want an interesting read. The sections are relatively short, so they are easy to get through if you only have a few minutes. The photographs are wonderful. I bought the hardback version. Definitely worth the money!

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