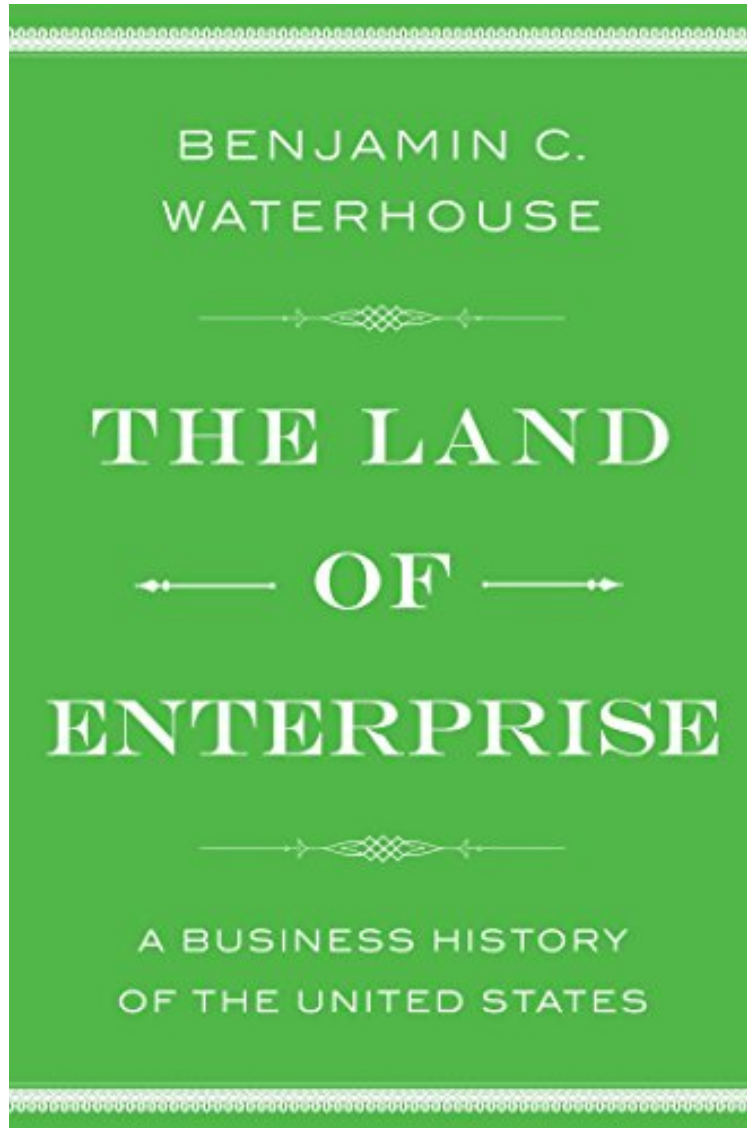


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The Land of Enterprise: A Business History of the United States

Benjamin C. Waterhouse

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Benjamin C. Waterhouse : The Land of Enterprise: A Business History of the United States before purchasing it in order to gage whether or not it would be worth my time, and all praised The Land of Enterprise: A Business History of the United States:

4 of 4 people found the following review helpful. An Excellent History of American Business and Political historiesBy Worth E Norman JrBenjamin Waterhouse has produced an excellent and rapidly-paced history of American business and American politics. This easy-reading book will naturally fall into the academic category of an introductory course for undergraduates, but the book should be required reading for first year MBA students who never studied business when an undergraduate. Students of history would do well to scan the historical concepts presented in the book. But

the book is more than academic. "The Land of Enterprise," through the insight and research skill of its author, gracefully and effortlessly blends American business and political histories. The author, without revealing his own biases, successfully tells the story of America's ever-changing business, economic, and political interactions and its results on the nation and its impacts on citizens from the nation's founding up to the 2016 election. This book should be on reading lists not only for historians but for leaders of small and large companies and the "everyday" reader who wants to learn how the United States developed over the years. 0 of 0 people found the following review helpful. Nice to see the panorama of 200 years in 200 pages By Bruce_in_LA This is a useful book because it is a history of the USA from a business perspective that roughly spans 200 years in 200 pages. If you follow US and business history at all, some of this will be familiar - the boom of railroads; the boom of giant companies (eg US Steel); the progressivist pushback (e.g. break up Standard Oil); the boom of "conglomerates" in the 60s, and so on. However, it's very nice to see the parade in one reading span of a few hours and a couple hundred pages. While not an anti-business or anti-conservative book, the book leads by reference to some other works that raise concerns about the impact of Big Business on US politics. For the interplay of government and business, see the author's own book on Lobbying America: Politics of Business from Nixon to Nafta. Appearing in August 2017, you might like Democracy in Chains, a profile of Nobel laureate James Buchanan and books like Dark Money, about the Koch brothers, or the book The Associational State by Balogh. 0 of 0 people found the following review helpful. Complex, not for all By DarrenIngram_dot_com One can never tire of an interesting history when presented in an informative, engaging way. This book helps tell the story of the United States of America, as seen through the lens of business, from the early colonial days to the present-day. The author relays first-person accounts of many including farmers, politicians, businessmen and financiers, noting the political, social, economic and business changes that have occurred in good and bad times. This is a well-written book that can keep you company for some time and should be guaranteed to teach you a fair few things. If you desire more, there are extensive notes and references to follow later. It can appear to be a complex read at times, due to the sheer mass of material presented, yet it is accessible, interesting and likely to appeal to more than just history buffs!

A new, gripping history of America—told through the executives, bankers, farmers, and politicians who paved the way from colonial times to the present—reveals that this country was founded as much on the search for wealth and prosperity as the desire for freedom. The Land of Enterprise charts the development of American business from the colonial period to the present. It explores the nation's evolving economic, social, and political landscape by examining how different types of enterprising activities rose and fell, how new labor and production technologies supplanted old ones—and at what costs—and how Americans of all stripes responded to the tumultuous world of business. In particular, historian Benjamin Waterhouse highlights the changes in business practices, the development of different industries and sectors, and the complex relationship between business and national politics. From executives and bankers to farmers and sailors, from union leaders to politicians to slaves, business history is American history, and Waterhouse pays tribute to the unnamed millions who traded their labor (sometimes by choice, often not) or decided what products to consume (sometimes informed, often not). Their story includes those who fought against what they saw as an oppressive system of exploitation as well as those who defended free markets from any outside intervention. The Land of Enterprise is not only a comprehensive look into our past achievements, but offers clues as to how to confront the challenges of today's world: globalization, income inequality, and technological change.

"Teachers trying to meet the growing demand for sweeping surveys on American business history have long lamented the lack of a readable overview on the subject. Benjamin Waterhouse's book more than fits the bill. This fast-paced, lively and concise narrative is the perfect place to begin for anyone interested in the history of capitalism in the United States." —Stephen Mihm, author of Crisis Economics and A Nation of Counterfeiters "Waterhouse's new history is my go to book for understanding the long sweep of American business. Want to understand how we got from the Massachusetts Bay Company to Wal Mart? This is your book." —Louis Hyman, author of Debtor Nation and American Capitalism "An invaluable overview of the central role business has played in American history, from conquest and enslavement to the financial crisis of 2008. Waterhouse adroitly synthesizes the most significant scholarship in business history into a brisk, engaging narrative. He's an admirably clear guide both to the shifting organization of American enterprise and to the legal, financial, and managerial ecologies that have enabled it." —Bethany E. Moreton, author of To Serve God and Wal Mart: The Making of Christian Free Enterprise