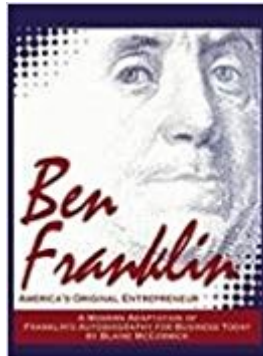




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Ben Franklin: America's Original Entrepreneur



Synopsis

Inventor, Writer, Statesman, Military Leader – Businessman You are holding the only modern adaptation of Benjamin Franklin's 18th century autobiography. It is at its heart one of the greatest business stories ever told. "Franklin's autobiography is America's first great self-help book. It teaches in a delightful way how to win friends, influence people and succeed in business. Professor McCormick makes this great work more accessible and adds his own insights."

-Walter Isaacson, author, Benjamin Franklin: An American Life "Anyone who's got the bug and drive to become a great leader and innovator can only be inspired by the life of Benjamin Franklin, who quite literally wrote the book for getting the most out of himself and brining out the best in others. His genius - scientific, entrepreneurial, diplomatic, and literary - was sui generis. His Autobiography is a classic of American letters, and he emerges from the pages of Professor McCormick's version not only as our contemporary, but also as a 21st century visionary, not to mention a wise companion."

-Dr. Judith Rodin, President Emerita, The University of Pennsylvania, President, The Rockefeller Foundation "Statesman and inventor are the first images that come to mind when we think of Benjamin Franklin, but as his autobiography will remind us, he was also a very successful entrepreneur and a most fascinating individual. Dr. McCormick brings the story of Franklin's entrepreneurial spirit alive for today's audience in his adaptation of Franklin's autobiography."

-United States Congressman Michael N. Castle (Delaware) Fifth Generation Franklin Descendant

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Customer Reviews

Although this modernized version of Franklin's autobiography achieves its goal of sharing business lessons, it also serves as an accessible—•if abbreviated—•portrait of the entrepreneur, statesman, scientist and inventor. The author, associate dean for undergraduate programs at Baylor University's Hankamer School of Business (and a Franklin scholar), has updated Franklin's 300-year-old text, revising the language and syntax and rearranging some stories so they appear in chronological order. He divides the work into three chunks: Franklin's first 20 years; his years as a Philadelphia printer through his retirement from business in 1748; and his move into the public sphere, as he applied his business know-how to civic, military and diplomatic projects. Each of the 82 short chapters features an introduction contextualizing the events. Some lessons are of the moral variety (honesty is a necessity in all endeavors); others pertain to development (expose yourself to a wide variety of jobs; Franklin worked for his father's candle business, enjoyed watching talented craftsmen at work and toyed with small machines for his science experiments); many are more traditionally business-minded (on partnerships, for example, Franklin advises "clearly defining the roles and expectations of each partner at the very beginning"). History buffs with business interests will enjoy this entertaining, informative account. (Oct.) 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.

The most versatile Founding Father was a husband, a father, a writer, an inventor, a statesman, a fundraiser and a military leader. But in his mind, he was first and foremost a businessman. Franklin's captivating adventures include his almost single-handed responsibility for establishing the first media empire, the first public library, the first fire brigade, the University of Pennsylvania, the first book club and the first franchise—all of which are detailed within these pages with Franklin's characteristic mix of humility and pride. Franklin chronicles his own story, from his early days growing up in colonial Boston to his retirement from printing and growing involvement in national politics. It was during these years that he honed his management and leadership skills, acquired a fervent distaste for tyranny of all types, embraced a strong set of morals, and developed an uncompromising work ethic. From the moment he fled his tyrannical master and set himself up as a printer in Philadelphia, all who came into contact with Franklin recognized his destiny. His wisdom transcends the ages; and his life lessons are insights as compelling today as ever. --This text refers to an out of print or unavailable edition of this title.

When we think of Ben Franklin, we generally think of him holding a kite in a thunderstorm or his witty sayings under the name Poor Richard. What we forget is that Ben Franklin arrived in Philadelphia with just over a dollar in his pocket and went on to become one of the most successful businessmen of his time. More importantly for all of us, he became a very successful contributor to the lives of others. One of the real benefits of the book is Franklin's "Plan to Achieve Moral Perfection". He soon realized that perfection was not possible, but striving for perfection guaranteed success. Follow that plan and you guarantee your own success. As an added benefit to reading all about what and why Franklin did the things he did, you get a great refresher course on early American history. The book is well written and very enjoyable to read. It is also very enlightening. Professor McCormick has taken the original work and made it easy and interesting to read. There are thousands of self-help books on the market today. Why not learn from America's original entrepreneur and a great teacher. If you study and learn the principles of Franklin's success, you will have gone a long way to ensure your own.

Great book, Benjamin Franklin was a true genius, and a man of great morality. He only wants the best for the people, and to live life in journey to be a better person than the one you were yesterday. Benjamin lived a whole life by the time he was 20, and this inspired me.

My only regret is not buying this book earlier. I don't know why all the other success books I've read did not reference this book before. It's a fast read. But it delves deep into the life and mind of Benjamin Franklin. I had no idea he was an entrepreneur. It was fascinating to learn about his printing press days and his days with the militia. This man would not accept no for an answer when it came to something he believed in. I wish this book was required reading for all high schools.

Great book

This is a great modernized adaptation of the real autobiography. There are some areas that could have been better, but no one can ever completely communicate the intensions of the original. I almost gave it 4 stars -- but I gave it 5 because the minor flaws are off-set with the great format and organization of the book. The original is not as well organized as this one. I recommend reading both versions for greater understanding of this unique life.

Great condition... great read!

This book is a goldmine for American History enthusiasts and readers of Benjamin Franklin. The word Franklin means freedom-literally. Our founding father was first a silk dyer in London before becoming the classic inventor and thinker passed through the decades of the American Heritage. Ben Franklin credits God and his associates for his successes in life. There are a plethora of important sayings in this rendition. For instance, Poor Richard declared " Whence you came, Where are you going and To Whom do you account ". Benjamin Franklin enjoyed reading in his father's library. He read works avidly; such as, Cotton Mather's essays on how to do good. For a time, Ben experimented with vegetables and health food. He found that entrepreneurs benefited from having lived the tough life. Benjamin Franklin urged moderation despite successful outcomes. He told us to eat to live rather than vice versa. On morality, he noted that success has ruined many a man (person). Additionally, he stated that the favor of the Great is not to inherit. I guess he meant that inheritors tended to be less ambitious, more risk averse and less ingenious/inventive. There are a number of black/white photos of the time. The photography depicts the birthplace of Benjamin Franklin, as well as his wife and brother's printing shop. Ben studied French, Latin, Italian and Spanish in addition to English. This work will appeal to a wide constituency of scholars in academe both here and abroad. It would provide a perfect class project for the student in your house. Lastly, the acquisition is priced reasonably for cost-conscious consumers.

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