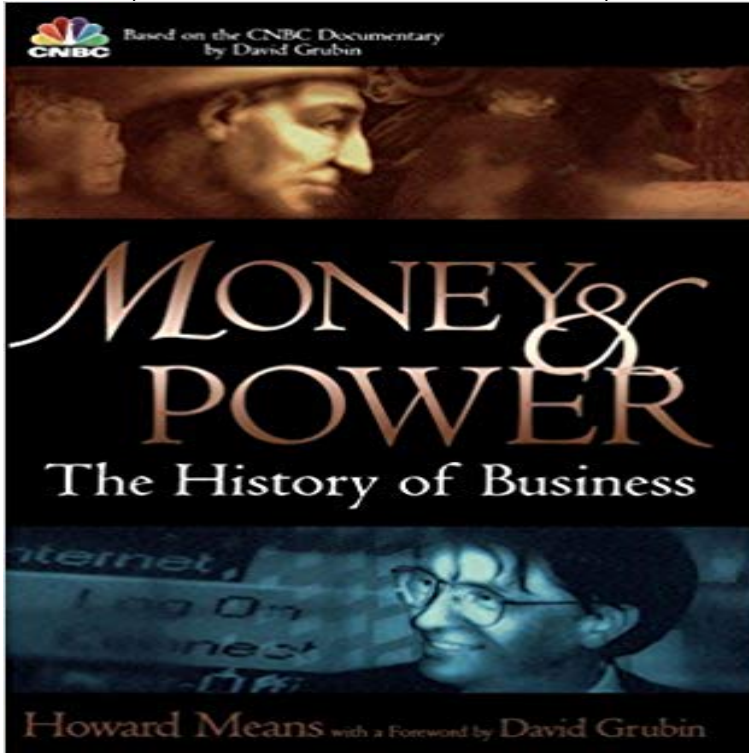


Money and Power: The History of Business



The dramatic story of greed, money, power, and the moguls and dynasties that have shaped business. From merchant ships to microchips, industry has been defined by the powerful business leaders who have caused seismic shifts in the growth of commerce. The companion book to the acclaimed CNBC documentary, *Money and Power* takes readers on a gripping journey following the movement of power from east to west—from the feudal estates of medieval Europe to the halls of modern finance, from the teeming streets of ancient Venice to the serene campuses of Silicon Valley—to tell the story of how business shaped the modern world, and how the goals of a few ambitious people paved the way to the wealth and prosperity shared by so much of the world's population today. A dramatic narrative focusing on the groundbreakers throughout history—from St. Godric, the twelfth-century monk reviled for his love of money to Bill Gates, the contemporary embodiment of money and power—traces the roots of banking, industry, commerce, and power. Fever-pitch moments in the book center around pivotal figures such as Cosimo de Medici, Philip II, the Rothschilds, J. P. Morgan, the Rockefellers, Henry Ford and others. The authors also extract important lessons about the strategies and tactics used to build these business empires.

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