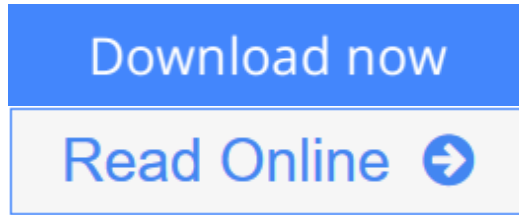


# Radicals & Visionaries: Entrepreneurs Who Revolutionized the 20th Century

By Thaddeus Wawro



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A provocative collection of in-depth profiles that take you beyond the media hype and corporate PR to reveal the true-life stories of the men and women whose vision, drive, desire and passion shaped the last 100 years.

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### Editorial Review

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*Entrepreneur* magazine has been profiling successful businesspeople for more than 25 years, and its parent company started Entrepreneur Press in 1998 to publish books that "inspire and inform readers." Its latest offering is a celebration of entrepreneurship that tries to inspire by example. It is also a trove of information that will satisfy the curious. Wawro is an advertising copywriter; he briefly portrays some 90 "men and women who, through talent, drive, ingenuity and desire . . . shaped the past 100 years." It is a fascinating assortment offered in alphabetical order, though Wawro never explains how he selected his roster. Some of the names may not be readily familiar, but their companies and products are. Thus we have Enid Bissett (Maidenform bra), Jean Nidetch (Weight Watchers), and Charles Lazarus (Toys R Us) rubbing shoulders with Milton Hershey, Bill Gates, and Oprah Winfrey. Most entries also include a photograph, a factoid or two, and a quote from the subject. This book might also appeal to students looking for research topics, but Wawro never identifies or lists his sources. *David Rouse*

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