

1. Record Nr.	UNINA9910452811303321
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Titolo	Everybody ought to be rich [[electronic resource]] : the life and times of John J. Raskob, capitalist / / David Farber
Pubbl/distr/stampa	Oxford, : Oxford University Press, 2013
ISBN	0-19-025436-X 1-299-45670-7 0-19-990851-6
Descrizione fisica	1 online resource (376 p.)
Disciplina	338.092 B
Soggetti	Capitalists and financiers Finance Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	John Raskob is not a name that looms large but his greatest building casts a shadow on the people of New York every day. Financier of the Empire State Building, Raskob was a self-made businessman who worked for DuPont and for GM and famously invented the idea for consumer credit, which he first offered to individual car buyers (GMAC). His wide circle of business associates and personal acquaintances included Water Chrysler, the DuPonts, Alfred Sloane, Franklin Roosevelt, Joseph Kennedy, Western miners, and the Pope.