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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.