

Evinrude Johnson And The Legend Of Omc

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The Woodenboat
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The Legend of York International
The Yes, You Can of Invacare Corporation

The Legend of Chris-Craft

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

The Story of HealthSouth

Two Pulitzer Prize Nominations! Evinrude-Johnson and The Legend of OMC is a coffee-table book about the remarkable history of the world's largest maker of outboard motors. First known as "detachable rowboat motors", a race for outboard speed and power has propelled the marine industry from Evinrude's small shed in Milwaukee into a billion-dollar worldwide company. This classic volume documents OMC products from 1909 to 1993. Individually boxed. 144 pp., 85 color, 119 black & white images.

Encyclopedia of American Women in Business: A-L

New Horizons

From the beginning, the Richie Bros. earned a reputation for running an honest & effective auction. This book explores these legendary brothers who created the largest & best company of its kind in the world.

The Legend of Litton Industries

In 1960 Ann Arbor, Michigan, entrepreneur Bruce Halle launched a tire business venture called Discount Tire Co. in an old storefront. Since then, Halle has become a legendary figure in the tire industry, yet he remains as humble as his beginnings.

Intervice

Presents profiles of more than three hundred American businesswomen along with entries of related topics.

The Legend of Discount Tire Co., Inc

The history of American Standard flows from the stories of two manufacturing giants indispensable to the world's health and welfare. In 1929, the American Radiator Company and Standard Sanitary Corporation, merged to form American Standard. Today, with 44,000 employees, American Standard has become a multinational manufacturer and distributor of plumbing, air conditioning and automotive products. Through innovations and acquisitions, American Standard, headquartered in Piscataway, New Jersey, continues to set industry standards that improve the way we live.

Against the Odds

Trinity Industries, the nation's largest railcar manufacturer and a leading builder of inland barges, highway guardrails and metal components, has a fascinating history of growth through diversification and strategic acquisitions. The company grew from a small household butane and propane gas tank manufacturer to become a \$2.5 billion global giant. Trinity has acquired the assets of more than 100 companies, including the venerable Pullman Standard Company, manufacturer of passenger railcars. The

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Legend of Trinity Industries, by industrial historian Jeffrey L. Rodengen, recounts the determination and corporate strategy that have propelled Trinity to the leadership role of its industry.

NRA

The greatest small engines in the world are manufactured by Briggs & Stratton. From the informal partnership Stephen F. Briggs and Harold M. Stratton formed in 1908, Briggs & Stratton has evolved into an industry leader whose name is synonymous with the lawn mower engines it pioneered. The Legend of Briggs & Stratton, 208 pages, is filled with 125 color and 145 black & white images chronicling Briggs & Stratton's fascinating history.

Changing the World

In The Legend of Litton Industries, author Jeffrey L. Rodengen recounts how a small electronics company evolved into a global giant. Since its founding in 1953 by Charles Tex Thornton, one of the famed Whiz Kids of Ford Motor Company, Litton has been on the leading edge of technological innovation, developing and manufacturing products from the Litton microwave oven to the LN 3 inertial guidance system, which became standard on all NATO fighter aircraft. Ingalls Shipbuilding, one of Litton's most vital acquisitions, has become a leading supplier of combatant ships for the U.S. Navy. Today, Litton Industries is a pioneer in worldwide technology for electronic warfare, navigation, guidance and control,

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communications systems, and information technology.

Evinrude, Johnson, and the Legend of OMC

NRA: An American Legend is the official account of the history of the National Rifle Association. From a humble beginning over 131 years ago the volume recounts the story of the organization including several hundred photos.

The Pictorial History of Outboard Motors

The Legend of Trinity Industries, Inc

In 1947, Frank Sullivan, one of the best salesmen in the paint industry, founded Republic Powdered Metals. Today, in the hands of the third generation of Sullivans, the modern RPM has grown to more than \$2 billion in sales and extended its reach around the globe. Between 1971 and 2002, under the leadership of Frank's son Tom Sullivan, RPM embarked on an unprecedented string of acquisitions in its industry. The journey is punctuated with stories and adventures in corporate financing. It is also a litany of success. RPM maintained a 50-year record of increased sales and earnings, one of the strongest in corporate America, and has long been a favorite of investors. Lavishly illustrated, *The Heritage and Values of RPM, Inc.*, by Jeffrey L. Rodengen, chronicles the powerful, human, and sometimes witty story of a

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company founded on rock-solid values rising to the heights of success.

The Legend of Federal-Mogul

Boating

Founded in 1874, York's innovations and commitment to quality propelled it to the forefront of the ice-making, refrigeration and air conditioning industries. York's can-do attitude led to significant contributions during both world wars, and helped secure such high-stakes sensitive projects as aircraft test chambers and the Manhattan Project. Today, York air conditioners can be found in the World Trade Center, the Kremlin and the Kennedy Space Center. With hundreds of photographs from 125 years of history, *The Legend of York*, by best-selling author Jeffrey L. Rodengen, is rich in detail and historical perspective. Individually boxed, 218 pp.

The Legend of ALLTEL

The Legend of Pfizer

Thirty years ago, a quiet revolution began in medicine when a pioneering radiologist named Charles Dotter demonstrated the ability to use a percutaneous catheter to dilate an obstructed vein. Since then, minimally invasive medicine has literally changed the practice of medicine and benefited millions of patients

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by offering treatments with less risk, cost, trauma and time. Manufacturer of a wide range of catheters, laparoscopic accessories and other novel less-invasive devices, Boston Scientific was one of the first companies in interventional medicine. Still led by co-founders Pete Nicholas and John Abele, Boston Scientific fought an uphill battle against traditional medicine and competition to become the world's largest company devoted to interventional medicine.

Biomet Inc

The Legend of Worthington Industries

Rowan Companies grew from the dreams of two Texas brothers, Charles and Archibald Rowan, and their \$16,000 oil rig. The two men started out as roughnecks, and founded the company in 1923. The men formed a lifelong partnership based on hard work, loyalty to their workers and cost-conscious business sense. Rowan Companies today builds and operates huge offshore drilling rigs and owns a fleet of helicopters and airplanes that provide services as varied as medical flights and Alaskan sightseeing tours. Relive the struggles and stories in the pages of The Legend of Rowan. Individually boxed.

The Heritage and Values of RPM, Inc

Wisconsin entrepreneur Ole Evinrude will inspire children in this addition to the Badger Biographies series for young readers, where the story of Ole's

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invention, from drawing board to factory floor, is told in a reader-friendly format that includes historic images, a glossary of terms, and sidebars explaining how an outboard motor works. Ole Evinrude was born in Norway in 1877 and immigrated to the United States when he was five years old. The Evinrude family settled in Wisconsin and began farming, but it was clear from a very young age that Ole would not follow the family tradition. Ole Evinrude was meant to work with boats. Building an outboard motor was not easy, though - Ole suffered numerous mechanical and financial setbacks along the way. After years of hard work and persistence, the Evinrude motor company was founded and Ole's outboard motors were an instant hit around the world. Ole continued to improve the design of his motor and attracted other entrepreneurs to the area, making Wisconsin the center of the outboard motor industry for decades.

The Legend of the Titan Corporation

The History of American Standard

Iron Fist

Growing up, Steve Mihaylo was known as a problem solver and innovative thinker. Traveling around the Southwest installing telephone systems in the mid-1960s, Mihaylo set his sights on something bigger -- owning his own company. In 1969, Mihaylo founded Inter-Tel with fellow partner Conway Chester.

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Inter-Tel first sold intercoms, but the company wouldn't stay small for long. Mihaylo transformed his company into a cutting edge, single-source communication technology provider. Award-winning author Jeffrey L. Rodengen captures the entrepreneurial spirit of a man whose life and work intersects with the Information Age.

The Library Journal

Invacare is the world's top manufacturer of rehabilitative products. This book celebrates the history of this innovative company whose vision, creative management & dedication have changed the lives of millions.

50 Years of Innovation

Recounts the remarkable saga of one of America's oldest and largest privately held construction companies.

The Legend of IBP

Founded as a small fine chemicals manufacturer in 1849, Pfizer has established itself as one of the most innovative healthcare companies in the world. Using its famous fermentation process, Pfizer was able to mass produce the wonder drug penicillin during World War II and save thousands of Allied lives. Today, with revenues topping \$11 billion, Pfizer's drug pipeline is the envy of competitors, and its animal products are the world standard. The company nears its 150th year

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in business intent on becoming the world's largest pharmaceutical company. Illustrated with images from the Civil War to present day, The Legend of Pfizer tells the story of a company that has become an integral part of our lives. Individually boxed.

The Legend of Polaris

Beginning with a small land-based steam rig powered by two 45-horsepower boilers, Arch and Charlie Rowan founded a company that has since become one of the premier drilling, rig construction and aviation companies in the oil industry. Today, Rowan owns and operates the mobile offshore drilling units known as the gorillas-class rigs, the largest in the world standing at more than 560 feet. Throughout its 75 years, Rowan has struggled against stormy climates - both nature's and the cyclical economics tendency of the oil and gas industry. From the heat of Louisiana's marshes to the frigid cold of Alaskas North Slope, Rowanites overcame the elements to extract oil and gas from an uncooperative ground. They continue to challenge the ocean's violence and its wind-driven waves to supply the world's energy needs. Along the way, Rowan has become a world-class aviation and construction company. The company acquired ERA, which brought Alaskan pioneer Carl Brady into the fold, and LeTourneau, builder of the Gorilla drilling rigs as well as its famous earth-moving equipment. Each acquisition has helped Rowan in its quest for hydrocarbons. As the life blood of civilization, oil is a commodity affected by world politics, and Rowan's fortunes have followed the

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roller coaster of international relations. Under Chairman and CEO Bob Palmer, the company gambled heavily during uncertain times when oil prices plummeted amid worldwide recession. Rowan shook off the despair that gripped its industry to emerge with record revenues, and world-class equipment and personnel. The challenge is constant, however. Future company leaders, brought up in Rowan's family-like culture, must face the reality of the technical, financial and political hurdles their predecessors have conquered. In this comprehensive work, industrial historian and author Jeffrey L. Rodengen tells the fascinating story of 'The Legend of Rowan.' -- Publisher's description.

The Legend of McCarthy

The Legend of HCA

Throughout its rich 110-year history, Honeywell has revolutionized the field of automatic control. Best known for the distinctive round thermostat it introduced in 1953, Honeywell pioneered automatic flight control and played an important role in the computer industry, growing into a multibillion dollar global company with more than 50,000 employees. The Legend of Honeywell, by Jeffrey L. Rodengen, tells the story of the No. 1 manufacturer of control technologies in the world. The Legend of Honeywell, 208 pages, is filled with 100 color and 164 black & white images from Honeywell's long, distinguished history.

Popular Mechanics

Polytechnic University, the second oldest private engineering and science institution in the United States, has for over 150 years provided the academic crucible and talent to advance the principles and frontiers of engineering and technology which have improved the lives of the vast majority of the world's inhabitants. Its students and professors have been honored for groundbreaking discoveries in numerous areas, including microwave technology, aeronautics, barcode technology, polymer science, and telecommunications. Noted author Jeffrey L. Rodengen details the rich and colorful history of this distinguished institution, ranked in the top 10 percent of all U.S. colleges and universities by The Princeton Review. Foreword by Wm. A. Wulf, PhD, president of the National Academy of Engineering.

The Ship in the Balloon

The long-awaited story of the marine industry's most celebrated personality, Carl Kiekhaefer, the industrial Caesar of the Mercury marine industry empire. "His obsession with success, and his legendary style made him the most extraordinary entrepreneur in the history of the industry."--Jack Reichert, Chairman, Brunswick Corporation.

The Legend of Briggs & Stratton

With sales of more than \$13 billion, IBP is a world-leading producer of protein. In fact, one out of every

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three steaks and one of every five pork chops consumed in America today was produced by IBP. Yet remarkably, the company is less than 30 years old. Founders Andy Anderson and Currier J. Holman built IBP by applying seemingly simple concepts to one of America's most established industries. Instead of shipping live cattle across the country to stockyards in Chicago and on the East Coast, Currier Holman located processing plants in Iowa and Nebraska near the largest ranches. From there, they shipped vacuum - packed boxed beef, already trimmed and packaged, to supermarkets across the country. With this single idea, and an unwavering attention to quality and efficiency, IBP transformed the industry.

The Legend of Ritchie Bros. Auctioneers

A century ago, the automobile industry stood poised to reshape the American landscape. The Legend of Federal-Mogul recounts this compelling period in industrial history through the story of Federal-Mogul, one of the world's largest manufacturers of automobile components. Under the leadership of founders H. Gray Muzzy and Edward Lyon, the company began by supplying bearings to the first automobile companies, but quickly diversified into engine seals, lighting systems and braking components. Today, led by Chairman and CEO Dick Snell, with sales of almost \$7 billion, the company has stayed true to its roots while emerging as a global systems supplier that works in close partnership with major automakers.

The Legend of Honeywell

"The Legend of Polaris" recounts the remarkable saga of the company that invented the snowmobile. After becoming the number one manufacturer of snowmobiles, Polaris went on to create the first automatic transmission ATV; a line of stable, reliable personal water craft; a sport-boat line; and Victory, the company's celebrated motorcycles.

The Legend of Rowan

In 1984, a year after Congress overhauled the way Medicare would pay hospitals and medical centers, a young entrepreneur named Richard Scruschy decided to start a new kind of healthcare company - one that took rehabilitation out of the basements of hospitals and moved it into bright and lively settings that promoted wellness and healing. Scruschy sought to coordinate all aspects of rehabilitation, from social services to physical and occupational therapy, under one roof. After only 18 years, HealthSouth became the nation's leading provider of ambulatory surgery, diagnostic imaging and inpatient and outpatient rehabilitation. Brings to vivid life the fascinating history of one of the most dynamic healthcare corporations in America.

Ole Evinrude and His Outboard Motor

America's most popular nautical gift is back as an all-new third edition, *The Legend of Chris-Craft*, by noted author and historian Jeffrey L. Rodengen, with

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photography and design by Karine Rodengen. This luxurious 9" x 12" coffee-table volume details the history of the company, people and products that made Chris-Craft world famous. The third edition contains new information, a new chapter, additional photos and a precise new index to over 1,500 models built between 1874 and 1998. Even owners of the original will want the new third edition for their collections. Individually boxed. 272 pp., 103 color, 260 black & white images.

The Woodenboat

The Legend of HCA chronicles the exciting sometime turbulent story of one of America's most influential corporations. HCA's founding in 1968 started a revolution in the healthcare industry, not only in Nashville, where the company began, but across the entire country. HCA was one of the first investor-owned hospital companies in the nation. As such, the company pioneered an entirely new way of running hospitals. Over the years, HCA has been a leader in balancing and improving the nation's healthcare system. Today it is one of the most well-respected companies in the nation and arguably stands head and shoulders above other investor-owned hospital companies when it come to policies, ethics, and quality healthcare.

Lakeland Boating

The Legend of York International

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Includes, beginning Sept. 15, 1954 (and on the 15th of each month, Sept.-May) a special section: School library journal, ISSN 0000-0035, (called Junior libraries, 1954-May 1961). Also issued separately.

The Yes, You Can of Invacare Corporation

In 1955, John H. McConnell, the son of a steelworker, borrowed \$600 against his 1952 Oldsmobile to finance the Worthington Steel Company. McConnell, an experienced steel broker, perceived an opportunity: large mills were shifting processing capabilities away from smaller customers. Today, Worthington has earned a position as one of the nation's largest steel processors by serving customers with specialized needs, and in the 1980s, built a large custom plastic capability. The company produces metal framing for construction, body panels for cars, railcar castings, and pre-formed dashboard assemblies for major automakers. Jeffrey L. Rodengen captures the story of free enterprise and personal drive in this well-illustrated volume.

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