



Pop Icons and Business Legends: History of Commerce and Heritage of Culture

Hank Moore

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Stroll through the past and learn the fusion of pop culture and business. One of the legends of both writes fondly about the others. From Walt Disney to Bill Gates, from Burt Bacharach to Howard Hughes, from Steven Spielberg to John D. Rockefeller, and from Col. Harland Sanders to Steve Jobs, this is the comprehensive study of pop icons, historical innovations and business pioneers.

"Pop Icons and Business Legends" embraces the past, with direct relationship to the future. Enjoy this first hybrid book, and embrace the excitement of society's next new plateau. This is history, cultural enlightenment and business innovation, all rolled in one, plus a dynamic panorama of non-profit and humanitarian contributions to society.

"How can one person with so much insight into cultural history and nostalgia be such a visionary of business and organizations? Hank Moore is one of the few who understands the connection." --- Dick Clark, TV icon

"Hank Moore's Business Tree™ is the most original business model of the last 50 years." --- Peter Drucker, business visionary

"Always ahead of the trends, Hank Moore's insights are deep, applicable beyond the obvious." --- Lady Bird Johnson, former First Lady of the United States

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