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The first look at self-made men and women from a multicultural perspective.

Presenting the first look at self-made men and women from a multicultural perspective, Jeffrey Louis Decker discusses the emergence of self-starters like Andrew Carnegie, Booker T. Washington, Madam C. J. Walker, and Lee Iacocca in relation to the changing consumer markets of the twentieth century.

"Lucid and engaging, this is one of those rare academic books that addresses both specialists and general readers." --Emory Elliott, University of California, Riverside