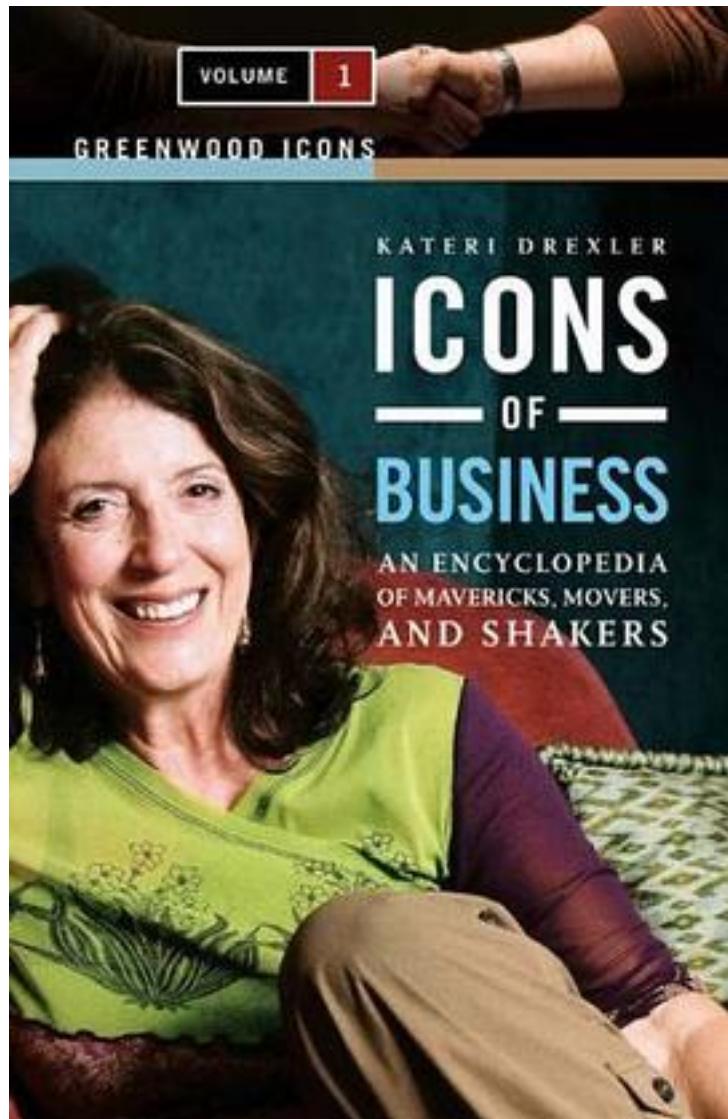


Icons of Business



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The huge popularity of "The Apprentice" reflects the degree to which business has emerged as a primary force in popular culture. Not surprisingly, what it takes to succeed in the cut-throat corporate environment is not unlike show business - strong ego, ability to withstand rejection creativity, and risk-taking, to name a few of the requisite qualities. "Icons of Business" presents 24 entrepreneurs, corporate executives, and mavericks whose influence extends beyond business and into society at large. From Martha Stewart to Ben and Jerry, Bill Gates to Anita Roddick, "Icons of Business" offers in-depth profiles of the business leaders whose names and products have become household words. Each profile includes discussion of the subject's background, career, accomplishments, supporters and detractors, and influence. Special features include timelines, sidebars, quotations by and about the subjects, photographs, company information, publication lists, and print and electronic references. Cross-referenced and indexed, "Icons of Business" will be an essential introduction to the people who mean business.

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