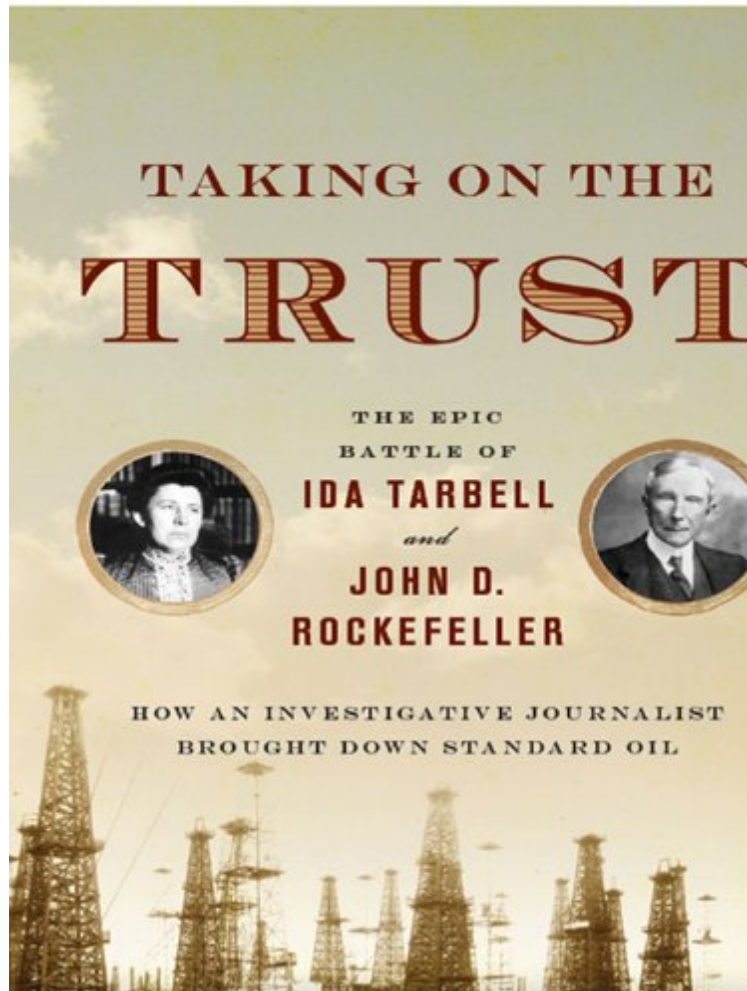


(Read now) Taking on the Trust: How Ida Tarbell Brought Down John D. Rockefeller and Standard Oil

Taking on the Trust: How Ida Tarbell Brought Down John D. Rockefeller and Standard Oil

Steve Weinberg

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Steve Weinberg : Taking on the Trust: How Ida Tarbell Brought Down John D. Rockefeller and Standard Oil before purchasing it in order to gage whether or not it would be worth my time, and all praised Taking on the Trust: How Ida Tarbell Brought Down John D. Rockefeller and Standard Oil:

1 of 1 people found the following review helpful. A Vital Read For Anyone Interested In The Making Of Modern American BusinessBy N. ShanskeHaving read Chernow's definitive biography of Rockefeller, I was eager to find out more about "Miss Tarbell", the woman who brought down Standard Oil. Weinberg does an excellent job of bringing Tarbell to life, and, in particular, in describing her critical role in establishing the press as a check on the power of business. The dynamic she helped create has proven to be one of the enduring realities facing American business in the 20th and 21st centuries. We are all indebted to Tarbell for ensuring that the actions of our most powerful businesses would be subject to scrutiny by the press and the government.0 of 0 people found the following review helpful. Echoes

of the contemporary...By HikerManSteve Weinberg, who knows the territory better than most, makes you feel like you were in the delivery room of the birth of investigative reporting. He gets inside the times and heads of his protagonists, Tarbell and Rockefeller, to deftly set up the dynamic between them: tension, suspicion, a weird combination of loathing and admiration. What I loved about the book was how modern it feels--Tarbell as the prototypical investigative journalist, a writer first and foremost with a lion's heart, who alternately basks in her talents and worries often that she has stepped over the line that demarcates dispassionate journalism from advocacy. Even Weinberg intimates that Tarbell may have now and then crossed that line. Meanwhile, there is Rockefeller, a man not without feeling or sensitivities, who nonetheless cannot escape the notion that his wealth must be some divine sign that he is deserving of it. It isn't hard to flashforward to the contemporary, often rancorous debate over journalistic objectivity versus advocacy, or to see Rockefeller and his attitudes at play in the current economic meltdown. For it has been the new "smartest guys in the room"--echoing Rockefellers greed but propelled by hubris instead of religion--who amount to the Robber Barons of this decade. 0 of 0 people found the following review helpful. Well researchedBy Lynne DillinghamInformative

How a female investigative journalist brought down the world's greatest tycoon and broke up the Standard Oil monopoly. Long before the rise of mega-corporations like Wal-Mart and Microsoft, Standard Oil controlled the oil industry with a monopolistic force unprecedented in American business history. Undaunted by the ruthless power of its owner, John D. Rockefeller (1839–1937), a fearless and ambitious reporter named Ida Minerva Tarbell (1857–1944) confronted the company known simply as "The Trust." Through her peerless fact gathering and devastating prose, Tarbell, a muckraking reporter at McClure's magazine, pioneered the new practice of investigative journalism. Her shocking discoveries about Standard Oil and Rockefeller led, inexorably, to a dramatic confrontation during the opening decade of the twentieth century that culminated in the landmark 1911 Supreme Court antitrust decision breaking up the monopolies and forever altering the landscape of modern American industry. Based on extensive research in the Tarbell and Rockefeller archives, *Taking on the Trust* is a vivid and dramatic history of the Progressive Era with powerful resonance for the first decades of the twenty-first century.

From Publishers Weekly Investigative journalist Weinberg (Armand Hammer: The Untold Story) briskly recounts the story of the rise of the Standard Oil monopoly in the late 19th century and muckraking reporter Ida Tarbell's role in bringing it down. The book is a study in opposites: John D. Rockefeller used his enormous wealth to establish the staid, stable family life he had lacked as a youngster. Tarbell—raised in bourgeois stability, intellectually ravenous and interested in the women's movement from an early age—resisted women's traditional domestic role. Wishing to help address society's problems, Tarbell was lured into magazine writing, where she developed what Weinberg calls her trademark tone of controlled outrage. In her articles on Standard, published just after the turn of the 20th century in McClure's and then in book form, she amassed evidence that Rockefeller engaged in unfair competition and argued forcefully that all Americans should be concerned with business ethics. Her reporting helped create the modern genre of investigative journalism, and the author's brief references to Wal-Mart and contemporary journalism suggest that he hopes this engaging account—a likely pick for journalism classes—can help inspire more reporters to follow in Tarbell's footsteps. 16 pages of illus. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. As a journalistic icon, Tarbell serves as both a high water mark for effective journalism and a sobering reminder of the limited power of the pen. —Tom Abate (San Francisco Chronicle) Should be required reading in every newsroom in America. —Kitty Kelley, author of *The Family: The Real Story of the Bush Dynasty* The perfect marriage of author and subject. —David Maraniss, author of *They Marched Into Sunlight* A story that ought to thrill any investigative reporter. —Michael Kazin (Washington Post) About the Author STEVE WEINBERG has written six previous books and dozens of investigative reports for magazines and newspapers. He teaches at the top-ranked University of Missouri journalism school. He lives in Columbia, Missouri.