WEEK 14: EARLY TWENTIETH CENTURY

Sears, Roebuck & Co. Catalog. Fall 1900, selected pages


Thorstein Veblen, 1904, The Theory of Business Enterprise, selections


C. Lawrence Lowell, 1907, Letter from Pres. Lowell to Prof. Frank W. Taussig, Chairman, Faculty Committee for Establishing a College of Business at Harvard University.

Wesley C. Mitchell, 1912, "The Backward Art of Spending Money,"


Thomas Alva Edison, 1921, Autobiography, "Using the Telegraph to Advertise the Sale of Newspapers," 46-47.

