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Because to the giants of enterprise, the future is not something that just happens. It is something they create. The examples are legion. Robert Noyce invented the integrated circuit on a silicon substrate because the hand work involved in manually connecting lots of tiny wires annoyed him.

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In *Giants of Enterprise: Seven Business Innovators and the Empires They Built*, author Richard Tedlow takes his readers on a journey through the life and times of seven legendary empire builders (Carnegie, Eastman, Ford, Watson Sr., Revson, Walton and Noyce).

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