

# SUCCESS

What Achievers Read

**FOR RELEASE: April 21, 2008**

**Rachel Levy Konik**  
212.255.8455 ext. 235  
RachelK@rosengrouppr.com

## **SUCCESS MAGAZINE NAMES THE 50 GREATEST ENTREPRENEURS OF ALL TIME**

*~ From Henry Ford and Sam Walton to Martha Stewart and Bill Gates ~*

Dallas (April 21, 2008)—*SUCCESS* magazine, the pre-eminent publication for personal achievement, highlights the 50 greatest entrepreneurs in its June/July issue.

Beginning with Benjamin Franklin, America's original entrepreneur, the list celebrates innovators and mavericks who helped discover, develop and shape today's world. The 50 recognized—including Thomas Edison, Oprah Winfrey, Steve Jobs and Walt Disney—have revolutionized business, opened opportunities for others and changed the way we think and live.

"The profiles on our list are meant to inspire and instruct," said *SUCCESS* publisher and editorial director Darren Hardy. "These men and women are or were people just like you and me. They had ideas and dreams and did not let difficulties dull their ambition. These profiles are an affirmation that you, too, can achieve great things from even the most humble beginnings and difficult circumstances."

The *SUCCESS* cover feature includes the timeless lessons of each entrepreneur with applicable take-away advice for the more than 25 million Americans who have forsaken traditional jobs in the workforce to focus on building their own businesses.

Which industries have yielded the most entrepreneurial wonders? The technology, consumer goods, franchising and retail categories all tie with six entrepreneurs each, making up one-half the list.

### **Industry**

-Henry Ford  
-John D. Rockefeller  
-Cyrus McCormick Sr.  
-Andrew Carnegie

- **Finance**

Charles Schwab  
-Amadeo P. Giannini  
-J.P. Morgan  
-Charles Merrill

### **Media**

-Martha Stewart

-David Sarnoff  
-Robert Johnson  
-Oprah Winfrey

### **Technology**

-George Eastman  
-Steve Jobs

-Michael Dell  
-Bill Gates  
-Thomas Alva Edison  
-Ross Perot

**Consumer Goods**

-Estee Lauder  
-Madam C.J. Walker  
-Asa Candler  
-W.K. Kellogg  
-Milton Hershey  
-Eberhard Anheuser & Adolphus Busch

**Franchising**

-Ray Kroc  
-Harland "Colonel" Sanders

**Transportation**

-Juan Trippe  
-Herb Kelleher  
-William S. Harley & Arthur Davidson  
-Fred W. Smith

**Retail**

-Aaron Montgomery Ward  
-Sam Walton  
-Richard Sears & Alvah Roebuck  
-Ralph Lauren  
-Levi Strauss  
-Phil Knight

**Entertainment**

-P.T. Barnum  
-Walt Disney  
-Louis B. Mayer

-Berry Gordy Jr.  
-George Lucas

**Hospitality**

-William Becker & Paul Greene  
-J.W. Marriott Jr.  
-Conrad Hilton Sr.

**Internet**

-Jeff Bezos  
-Steve Case  
-Pierre Omidyar  
-Larry Page & Sergey Brin

**The Original**

-Benjamin Franklin

*SUCCESS* magazine invites readers to submit their own choices for the list of the 50 greatest entrepreneurs at [www.SUCCESS.com](http://www.SUCCESS.com).

To speak with an editor at *SUCCESS*, please contact Rachel Konik at 212-255-8455 x235 or [Rachelk@rosengroupr.com](mailto:Rachelk@rosengroupr.com)

**About *SUCCESS* Magazine**

*SUCCESS* is designed specifically to serve the growing entrepreneurial and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal attainment, time management, selling, motivation and more. Bound into every issue is also a free DualDisc™ (CD & DVD in one) featuring exclusive compilations of success training from leading personal-achievement experts. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial printing of more than 1 million copies. Visit [www.SUCCESS.com](http://www.SUCCESS.com) for more information.

###