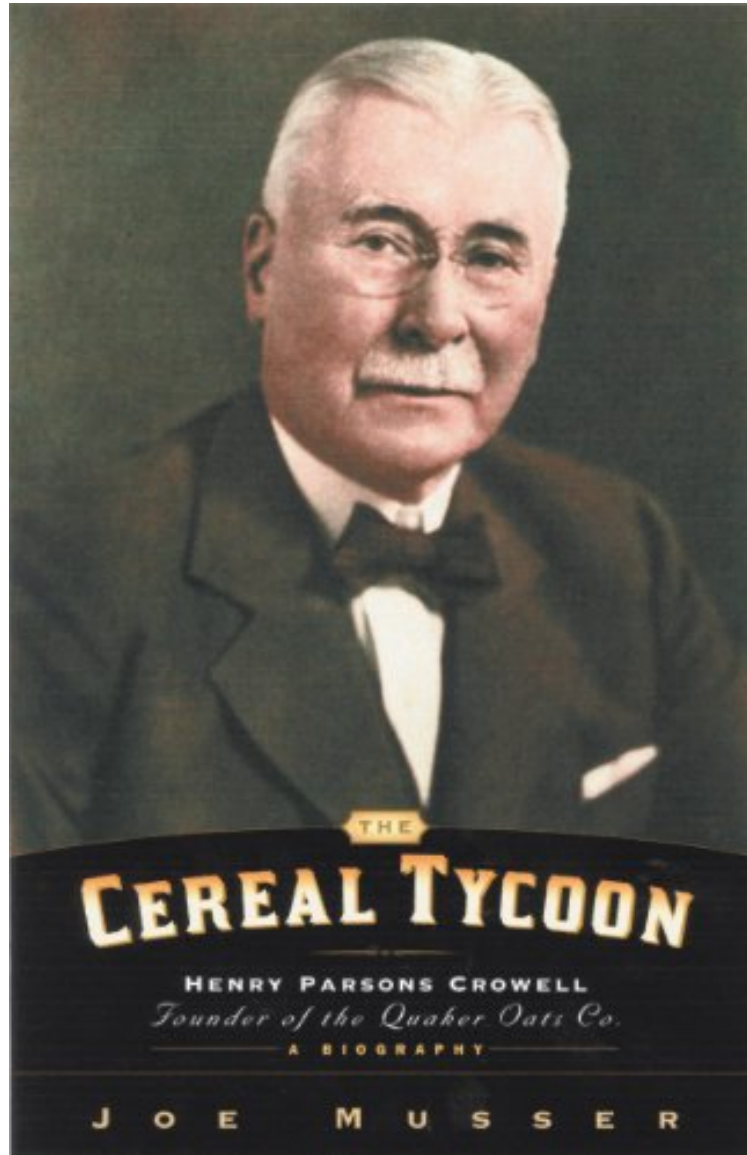


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Cereal Tycoon: Henry Parsons Crowell Founder of the Quaker Oats Company

Joe Musser

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Joe Musser : Cereal Tycoon: Henry Parsons Crowell Founder of the Quaker Oats Company before purchasing it in order to gage whether or not it would be worth my time, and all praised Cereal Tycoon: Henry Parsons Crowell Founder of the Quaker Oats Company:

0 of 0 people found the following review helpful. Great Story, Great ManBy James F. Fitzgerald, Jr.You probably never thought about the fact that somebody, at some point, popularized the idea of eating oats for breakfast. It was

previously considered horse food, but Crowell changed that perception by coming up with a great packaging idea, creating a trusted brand by assuring that the food was clean, (not tainted with dirt and animal droppings), and pointing out through the newly developing advertising business the nutritional value and low cost of this breakfast food. It was just the thing that a nation full of hard working immigrants needed for their growing families. Upon these ideas, Crowell built a wide ranging empire. It is a fascinating story of a classic American entrepreneur. Crowell did not stop with building his fortune. He was a devout Christian who applied himself to his community, helping the poor, and spreading the gospel. Crowell does not fit the "robber baron" stereotype that is applied to many other tycoons. He was a great businessman who used his skills to help others. Through his foundation, Crowell's work is still a force for good to this day. 0 of 0 people found the following review helpful. Sold Out For The Highest Cause By Blessed and Highly Favored! INSPIRING! A leader's book. Henry Parsons Crowell's life embodies the awesome challenge he received as a young man from Dwight L. Moody,: 'The world has yet to see what God can do with a man fully consecrated to Him.' Crowell became that man and because he did MANY lives were saved and transformed. 0 of 0 people found the following review helpful. Outstanding!!! By Customer This book really open my eyes that business and Jesus can be combined. That one person can be used by God to change the world. As entrepreneur myself, the story of Henry Crowell inspires me to become God's vessel to bring the light of God to this world

Do you ever think big things for God? Born into a wealthy family and endowed with a large inheritance after the death of his father, Henry Parsons Crowell had many opportunities to try his hand at business, a passion that suited him well. His shrewd business sense eventually brought him to the top of the oatmeal business, and to the potential for even greater wealth, if only he would compromise his values. But Crowell was a man of integrity and compassion. Read this compelling story of a man who, in his youth, struggled with a debilitating and life threatening illness. He was a man who survived the loss of two wives, a man who faced opposition in almost every venture he engaged upon, and a man who, through it all, thought big things for God. Whether it was in his home-based Bible studies, his business lunches with great leaders, his work to rid the city of Chicago of debauchery, or his contributions to the Moody Bible Institute, Henry Parsons Crowell was a man who above all sought to share Christ with those around him. See how the vows Crowell made as a young man to give glory to God through his stewardship came to fruition in this inspiring biography of one of the faithful men of God.

You may want to consider ("The Cereal Tycoon") to occupy you during long winter nights ahead.... The book tells the story of turn-of-the-century Chicago entrepreneur and philanthropist Henry Parsons Crowell, founder of the Quaker Oats Co.... (Author) Musser has written more than 30 books, including the best-selling "Joni." That book, the story of struggles against depression faced by a woman paralyzed in a diving accident, has sold more than 3.5 million copies. Crowell, considered the father of merchandising and modern advertising, was fascinating to Musser not only because of his remarkable ability to make money, but because of his practice of using his money to further good causes. -- Julie Snively, Rockford Register Star columnist Author Joe Musser has done a remarkable job of capturing the heart and soul of Henry Parsons Crowell. Business men and women will be inspired and challenged by Crowell's work, character, ethics and commitment to Christ.-Dr. Joseph M. Stowell, President, Moody Bible Institute