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Microsoft is #1 and H.J. Heinz is #50. In doing so, Rothman also

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invites honest disagreement about his ranking decisions. I certainly disagree with the ranking of Wal-Mart at #10. Oh well.

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Profiles of the histories, operations, and strengths and weaknesses of 50 mostly US-based firms that have shaped modern business,

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50 Companies That Changed The World ranked according to their influence and contributions. In spite of the book's subtitle, most are now quite large the top five are Microsoft, AT&T, Ford, Apple, and McDona

**50 Companies That Changed the World by Howard Rothman**

Author of 11 non-fiction books published in 9 languages, including "Companies With A Conscience: Intimate

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writer who specializes  
in technology and  
management, profiles  
the 50 companies that  
had the strongest  
impact on the  
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modern business. He  
sought input from high-

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the top 50 ...

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profound impact on the  
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Author of 11 non-fiction  
books published in 9  
languages, including  
"Companies With A  
Conscience: Intimate  
Portraits of Twelve  
Firms That Make A  
Difference" and "50  
Companies That  
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Business 50 Companies  
That Changed the  
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of the greatest  
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- found untapped  
niches, stayed on top  
of trends, managed

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