

**Robber Barons or  
Captains of  
Industry?**

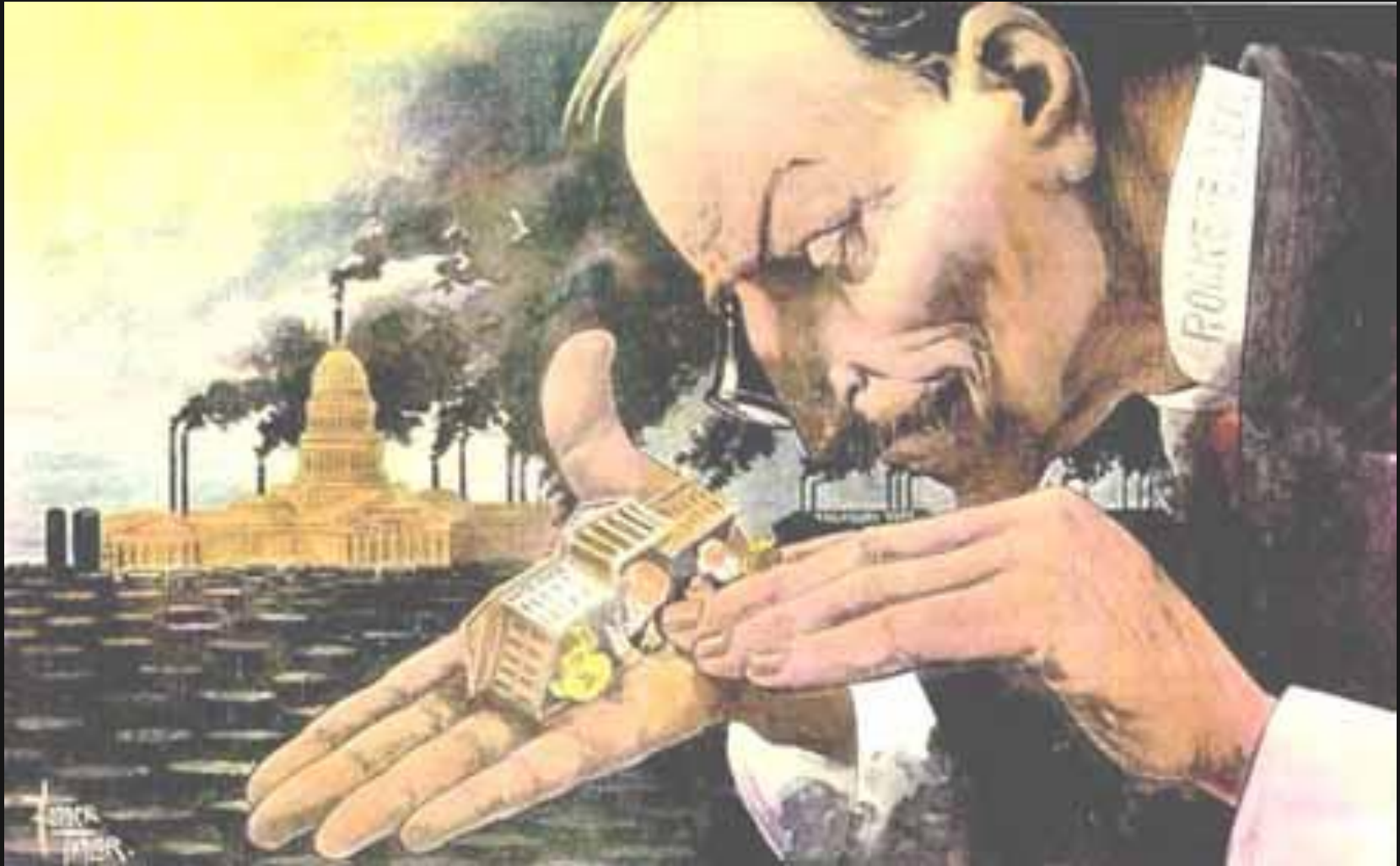
# Terms to know

- **Corporation:** A large company that can generate capital (money) by selling stock on the stock market.
- **Monopoly:** A situation in which one company has eliminated its competition.
- **Trust:** An alliance of companies, run by a board of trustees, that function as one company.



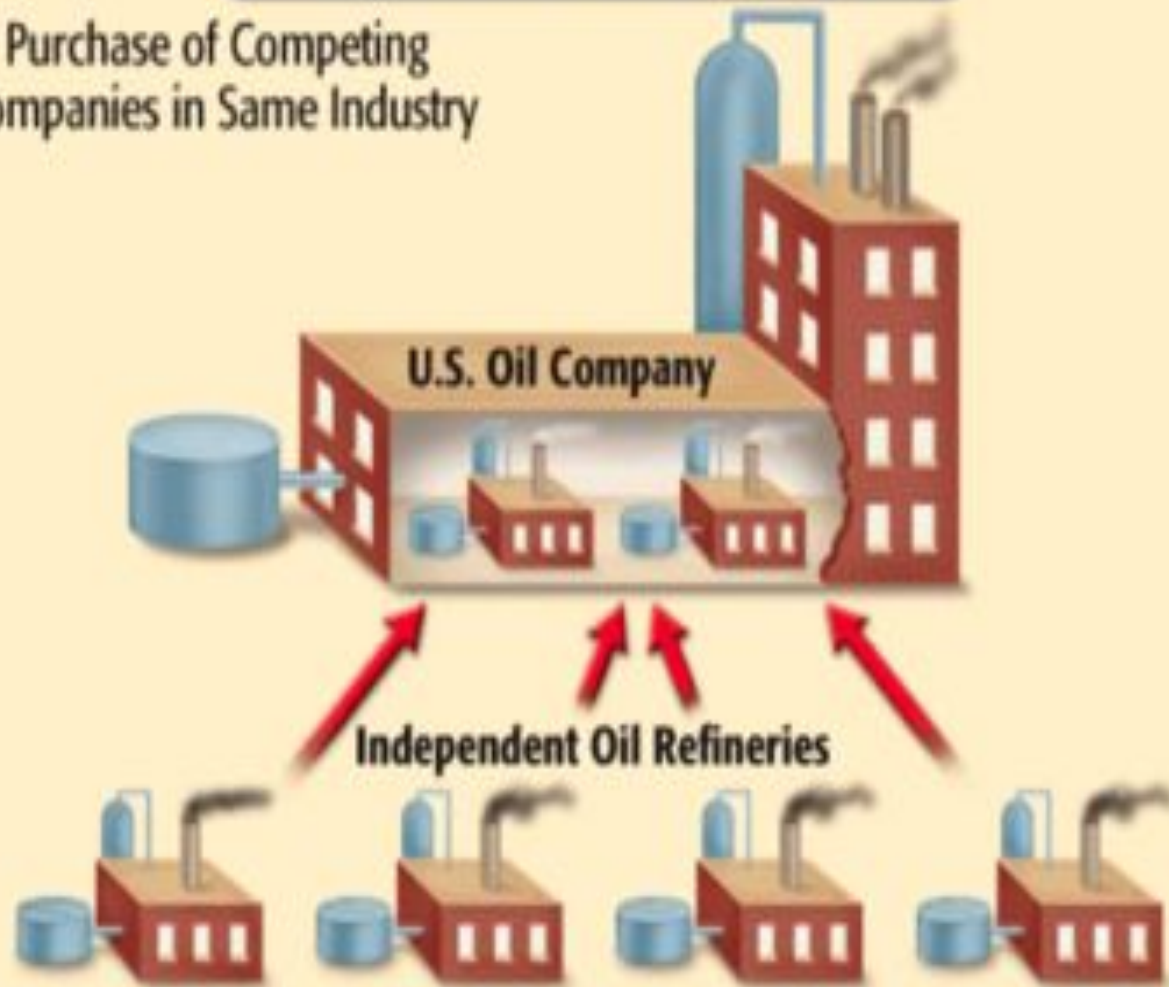
Laissez-faire capitalism

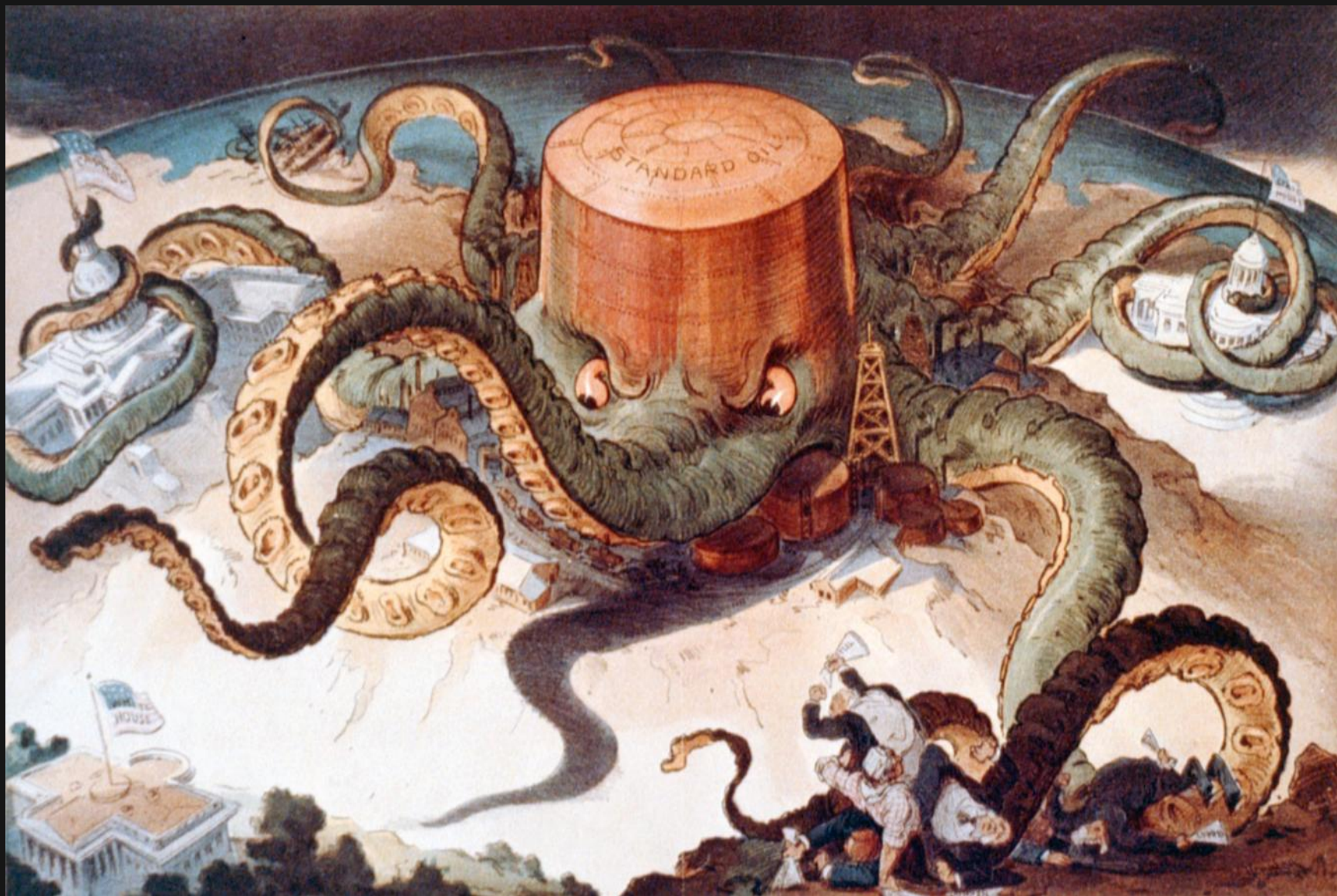
# John D. Rockefeller



## Horizontal Integration

Purchase of Competing  
Companies in Same Industry



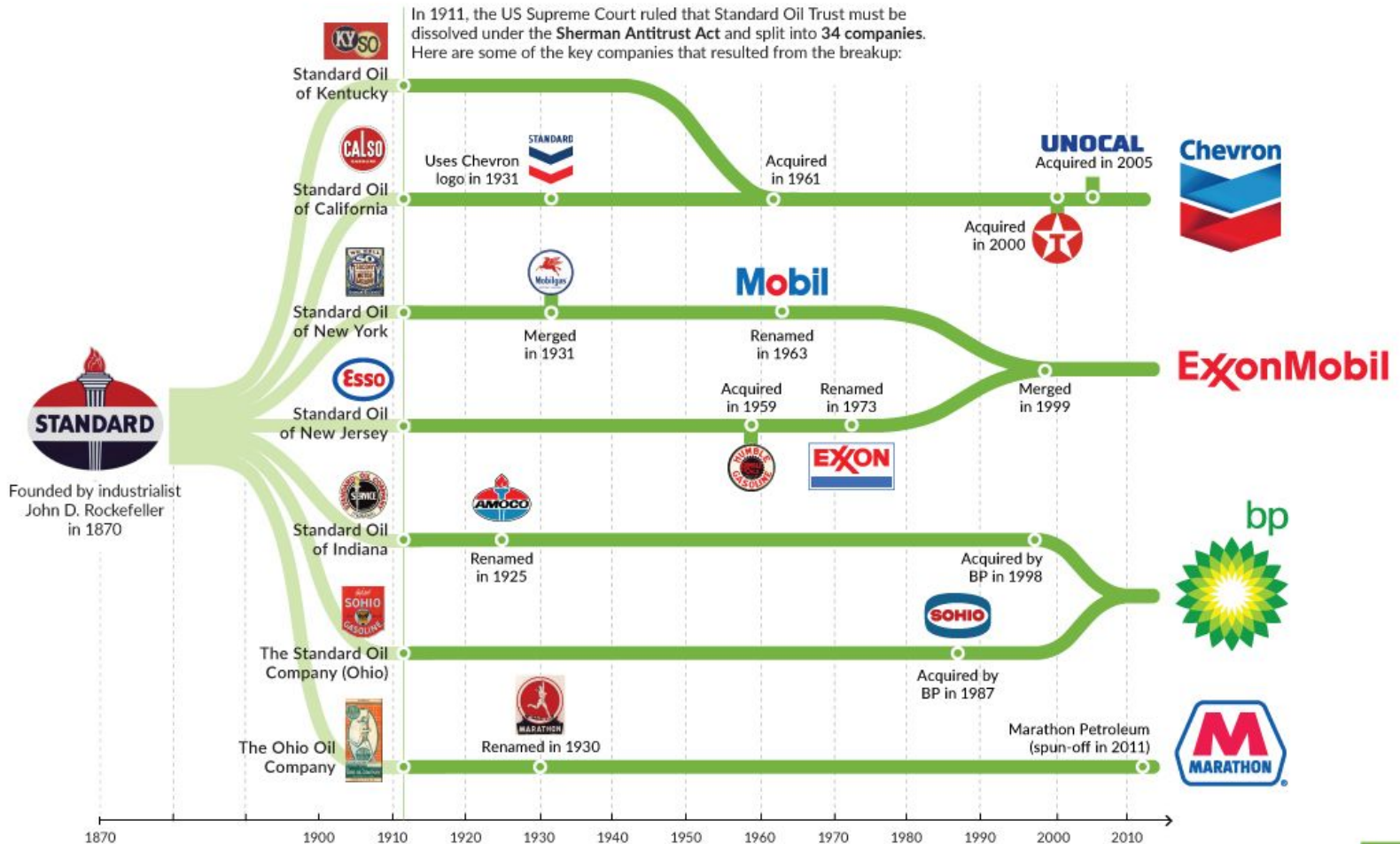


# Trust Busting

Chart of the Week

## THE EVOLUTION OF STANDARD OIL

Following the remnants of John D. Rockefeller's oil juggernaut

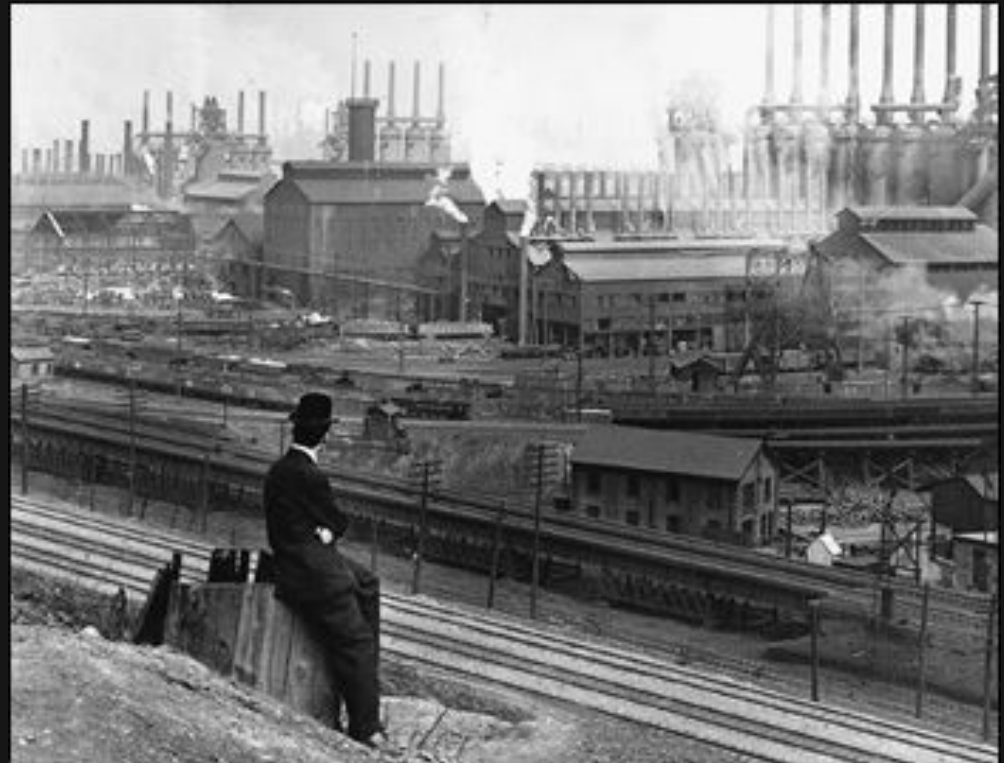
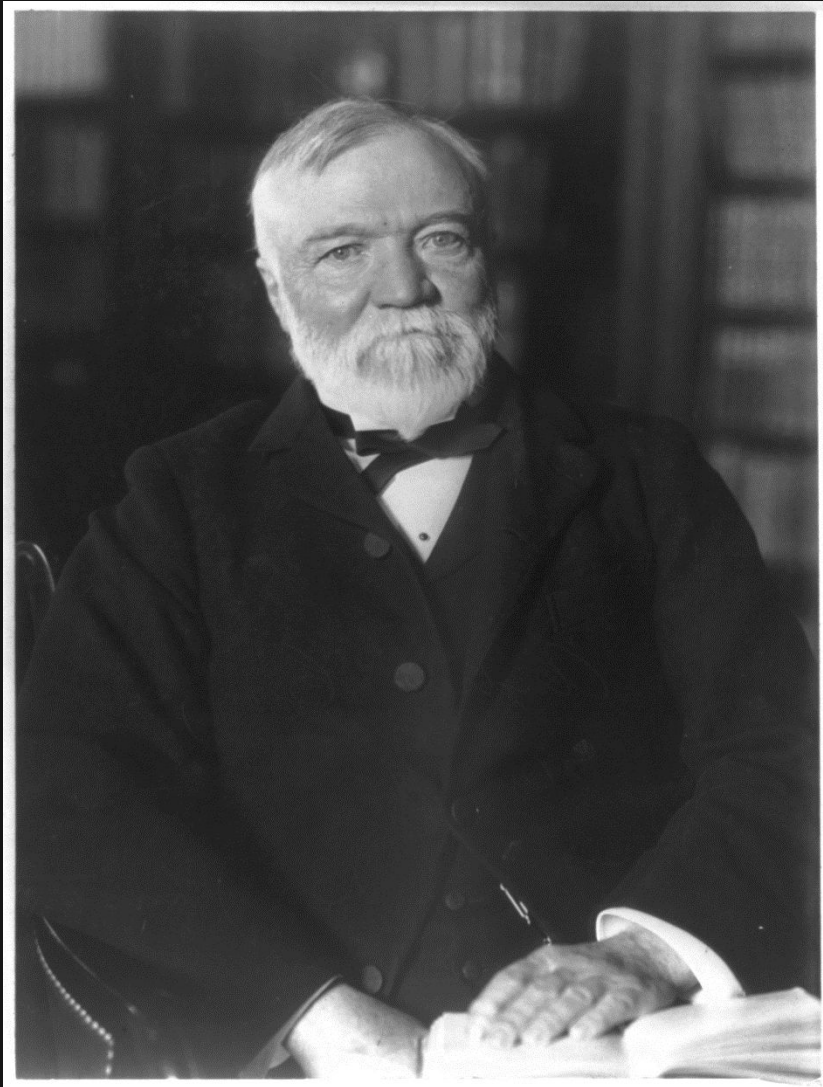


SOURCE: Wikipedia

visualcapitalist.com



# Andrew Carnegie (1835-1919)





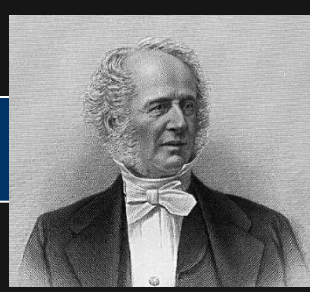
# Vertical Integration

Purchase of Companies  
at All Levels of Production

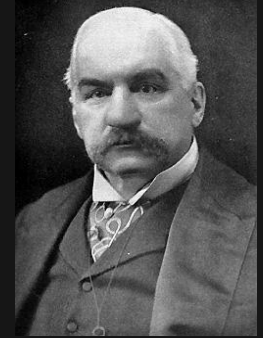




# Cornelius Vanderbilt 1794-1877



# John Pierpont Morgan 1837-1913

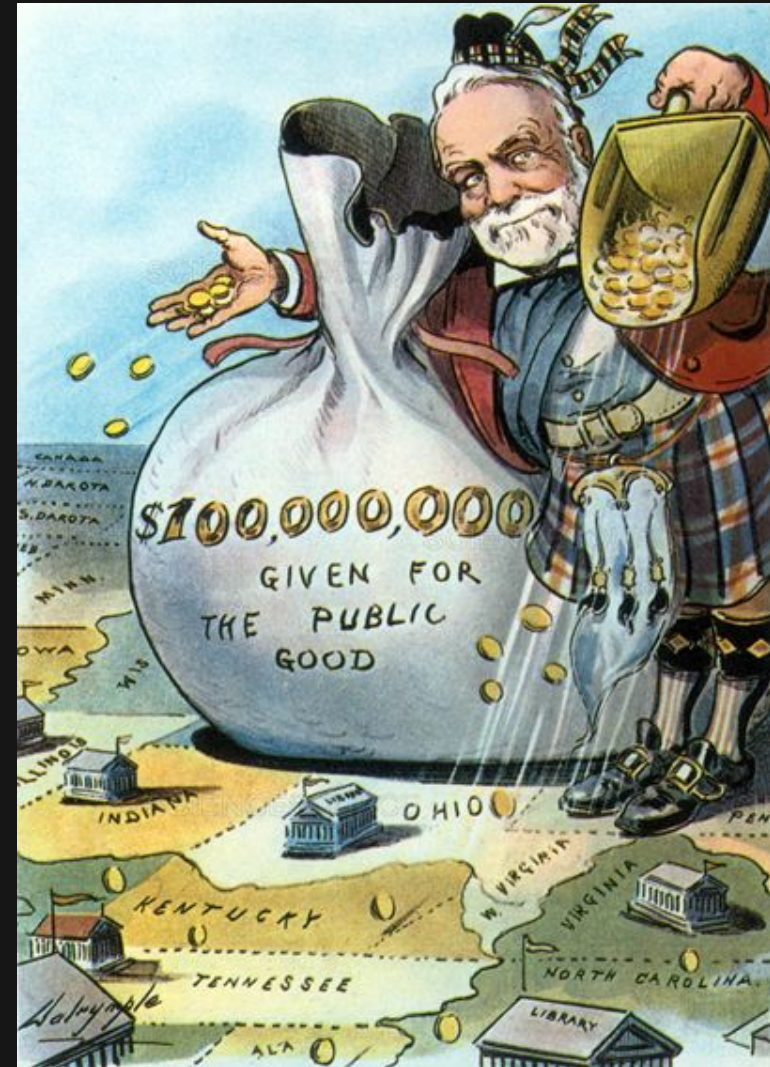


# Justifications for Industrialists' Extreme Wealth

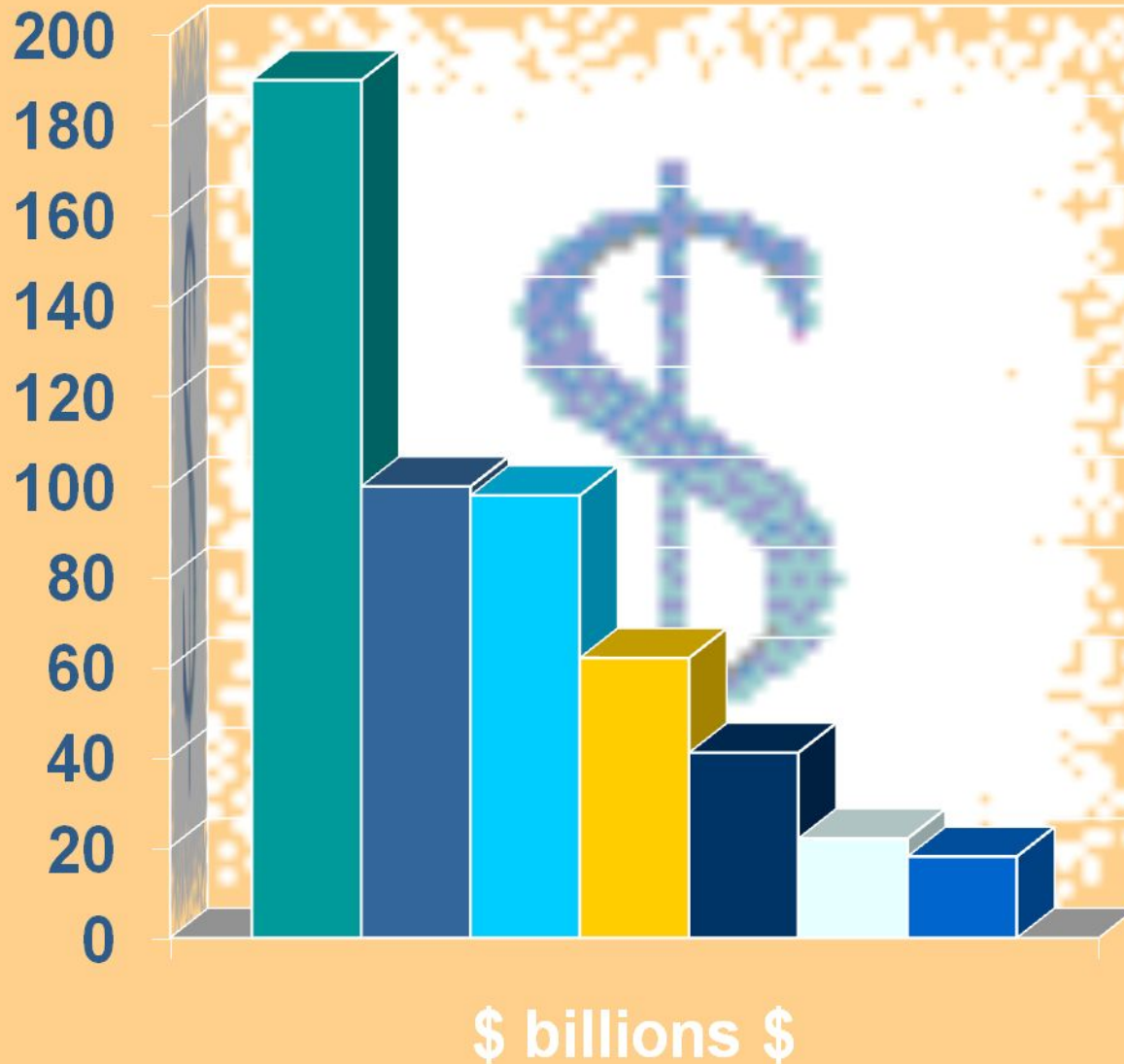
- **Social Darwinism**
- Herbert Spencer
  - Based on Charles Darwin's theory of evolution
  - Those who are rich are more fit, than those who are poor
  - Attempted to use science to explain social classes
  - Rockefeller

# Justifications for Industrialists' Extreme Wealth

- Gospel of Wealth
- Andrew Carnegie
  - God gave wealth to the most capable people
  - It is the duty of the wealthy to give money to help the poor
    - Carnegie gave millions of dollars away to establish libraries, colleges, and museums



# How rich were the "robber barons" compared to Microsoft founder Bill Gates?



- Rockefeller
- Carnegie
- Vanderbilt
- Bill Gates
- Jay Gould
- JP Morgan
- James H. Hill