



## Pop Icons and Business Legends: History of Commerce and Heritage of Culture

By Hank Moore

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Stroll through the past and learn the fusion of pop culture and business. One of the legends of both writes fondly about the others. From Walt Disney to Bill Gates, from Burt Bacharach to Howard Hughes, from Steven Spielberg to John D. Rockefeller, and from Col. Harland Sanders to Steve Jobs, this is the comprehensive study of pop icons, historical innovations and business pioneers.

"Pop Icons and Business Legends" embraces the past, with direct relationship to the future. Enjoy this first hybrid book, and embrace the excitement of society's next new plateau. This is history, cultural enlightenment and business innovation, all rolled in one, plus a dynamic panorama of non-profit and humanitarian contributions to society.

"How can one person with so much insight into cultural history and nostalgia be such a visionary of business and organizations? Hank Moore is one of the few who understands the connection." --- Dick Clark, TV icon

"Hank Moore's Business Tree™ is the most original business model of the last 50 years." --- Peter Drucker, business visionary

"Always ahead of the trends, Hank Moore's insights are deep, applicable beyond the obvious." --- Lady Bird Johnson, former First Lady of the United States

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## **Pop Icons and Business Legends: History of Commerce and Heritage of Culture** By Hank Moore **Bibliography**

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### Editorial Review

#### Review

Hank Moore is a thought leader. Cognizant of the past, he weaves the accomplishments of others into dynamic strategies. I've worked with him and admire his writings." --- George P. Mitchell, Chairman of Mitchell Energy & Development. Developer of The Woodlands and downtown renovation in Galveston.

"Hank Moore truly embodies the concept of the Renaissance Man, from his worldly connections and involvement to his almost eerie sense of business acumen, in forecasting trends and patterns of commerce. To those of us who deal in the often delicate balance of customer and company, it is blessing to have, in Hank Moore, a resource we can depend on for fair, statesmanlike and balanced observation. I count him as a valued business friend." --- Dan Parsons, President, Better Business Bureau

"Every book that Hank Moore writes is a keeper. That's because of his thought leadership and ability to target what is paramount. Houston Legends is not only required reading, it is blessed reading for those of us who are Houstonians and those around the world who wish they were. Hank Moore brings out the grits and guts of these pioneers like nobody else could. You will be recommending this book to your friends." --- Anthony Pizzitola MBA, CFM, CBCP, MBCI, Quality Assurance Manager, Jones Lang LaSalle.

"Hank Moore knows more people than a person who just got elected as President of the United States, and more importantly he knows how to bring out their traits. I don't know how he does it." --- George W. Strake Jr., Chairman-President of Strake Energy, Inc.

"Hank Moore works miracles in changing stuck mindsets. He empowers knowledge from without by enthusing executives to reach within." --- Dino Nicandros, Chairman of the Board, Conoco.

"Mr. Moore is one of the true authority figures for business and organization life. He is the only one with an Ethics Statement, which CEOs understand and appreciate." --- Ben Love, Vice Chairman, Chase Bank.

"Hank Moore's Business Tree™ is the most original business model of the last 50 years." --- Peter Drucker, business visionary.

"Always ahead of the trends, Hank Moore's insights are deep, applicable beyond the obvious." --- Lady Bird Johnson, former First Lady of the United States.

"Hank Moore provides fresh approaches to heavily complex issues. His step-by-step study of the business layers makes sense. It shows how much success one could miss by trying to take shortcuts. There cannot be a price put on that kind of expertise." --- Roy Disney.

"How can one person with so much insight into cultural history and nostalgia be such a visionary of business and organizations? Hank Moore is one of the few who understands the connection." --- Dick Clark, TV icon.

“Hank Moore is a million dollar idea person. He is one of the few business experts whose work directly impacts a company's book value.” --- Peter Bijur, Chairman of the Board, Texaco.

“30 minutes with Hank Moore is like 30 months with almost any other brilliant business guru. He's exceptional, unlike any other, and with a testimonial list to prove it. As a speaker, he's utterly content rich, no fluff, no 'feely-touchy' nonsense, right to the point and unashamed to tell the truth. There is nobody better. Every CEO needs him.” --- Michael Hick, Director, Global Business Initiatives.

“I could not have wished for a better boss and mentor in my first professional job than Hank Moore. He leads by example, and taught me valuable lessons not only about business, but also professionalism and ethics that have stood me well throughout my career. Indeed, when I was in a position to mentor others, I've often repeated “Hank Moore stories” to my staff, and they've all heard of my first boss. Over time, I grew to understand more and more that Hank Moore treats others with respect, and thereby commands respect. I was privileged to be trained by this creative and brilliant thinker who gets more accomplished in a day than most do in a week.” --- Heather Covault, Media Relations Manager, Writer, Web Editor at Kolo, Koloist.com.

“Hank Moore brings alive the tales of these important individuals in a rich and detailed way that affords us all the opportunity to appreciate their contributions to our world and way of life. Well researched and experienced, Legends reflects Hank's personal relationships with those legends shaping the past, present, and future. Legends is a must read.” --- Nathan Ives, Strategy Driven.com.

“Hank Moore has a wealth of knowledge. Not only is he fascinating to talk with, he's a fabulous writer as well. I'm so glad that he put all of his extensive knowledge of pop culture and business history down in a book for generations to come. Now we can all have access to the amazing stories behind many of the histories, corporations and who's who. Thanks Hank for sharing these wonderful stories. You Rock.” --- Kathryn C. Wheat, author of the book “Networking: Naked and Unafraid.”

#### About the Author

Hank Moore is a Futurist and Corporate Strategist, with his trademarked concept, The Business Tree, which is his approach to growing, strengthening and evolving business, while mastering change. He has advised 5,000 clients on strategy and speaks internationally. Hank is the highest level of business overview expert and is in that rarified circle of visionaries such as Peter Drucker, Stephen Covey and W. Edwards Deming. He advises companies about growth strategies, visioning, planning, leadership, futurism and Big Picture issues. He is also a recognized authority on pop culture, entertainment history, and music. He has been inducted into seven halls of fame, including the Rock N' Roll Hall of Fame, the U.S. Business Hall of Fame, the United National International Humanitarian Hall of Fame and others.

Hank has published other books: "Houston Legends," "The Business Tree," "The High Cost of Doing Nothing," "The Classic Television Reference," "Power Stars to Light the Flame" and "The \$50,000 Business Makeover." He has presented Think Tanks for five U.S. Presidents and has spoken at six Economic Summits.

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