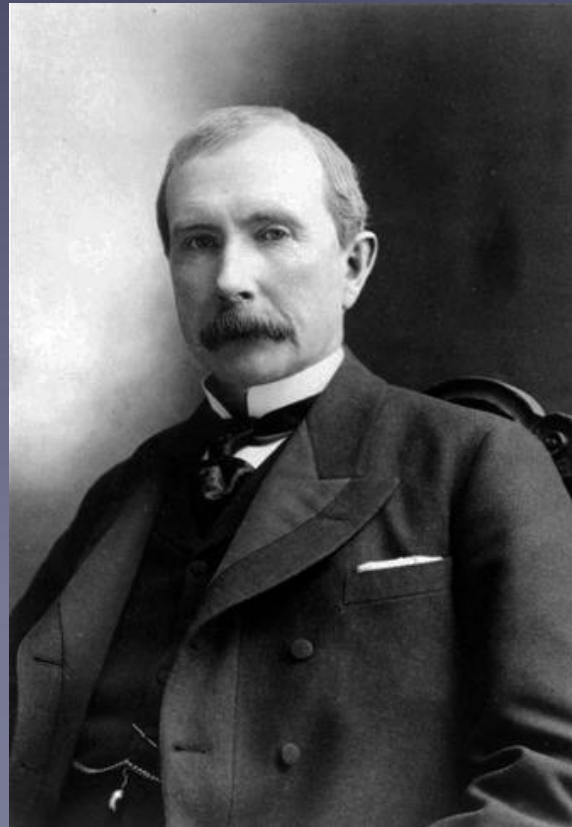


# The value of traditions: Rockefeller's Empire



John Davison Rockefeller was born  
in Richmond, New York, in 1839.





Eliza Davison Rockefeller and Dr. William Avery Rockefeller, parents of John D. Rockefeller. (Rockefeller Family Archives)

# Young Rockefeller





In 1863, Rockefeller, together with his partner Samuel Andrews, founded his first oil- processing factory



In 1864, Rockefeller married Laura Celestia "Cettie" Spelman.

They had four daughters and one son together.

He said later, *"Her judgment was always better than mine. Without her keen advice, I would be a poor man."*





# John Rockefeller with his son



# Standard Oil in Cleveland





# Coupon of Standard Oil





# This caricature- company Standard Oil

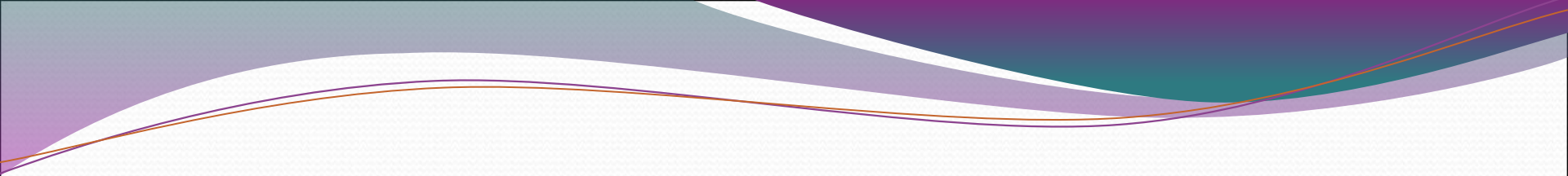




By 1877, Rockefeller controlled 90% of  
American oil processing







**16** railway companies, **6**  
steel-casting companies, **9** real  
estate agencies, **6** steamship  
companies, **9** banks, **3** orange groves  
belonged to Rockefeller!

**It is incredible, isn't it?**

# Rockefeller's foundations and corporations





# Philanthropy



As Rockefeller's wealth grew, so did his giving, primarily to **educational** and **public health** causes, but also for basic **science** and the **arts**.



On May 23, 1937, John Davison Rockefeller died from a heart attack.



# Some tips from Rockefeller

1. Lower your costs
2. When the market is turning against you, move on.
3. Vertical integration is a hallmark among many strong companies.
4. Patience is key.



# Kaykut estate - the residence of four generations of the Rockefeller

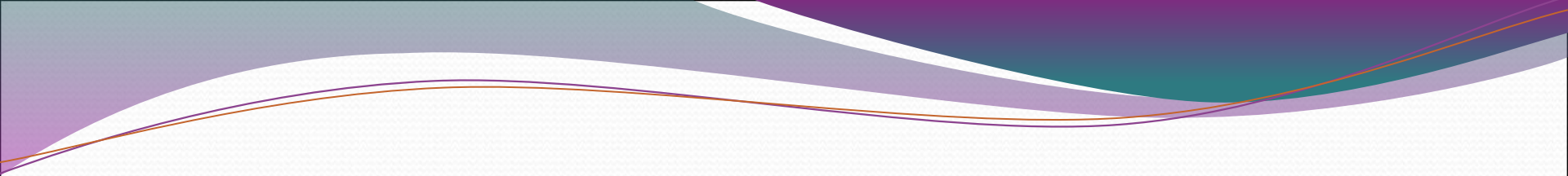




# Famous John D. Rockefeller Quotes

*“Singleness of purpose is essential  
for success in life.”*

*“I think it is a man’s duty to make all  
the money he can, keep all that he can  
and give away all that he can.”*



*“I have always tried to turn  
every disaster into an  
opportunity.”*



*“The secret of success is to do the  
common things uncommonly  
well.”*



*D. Rockefeller*





Thanks for attention!