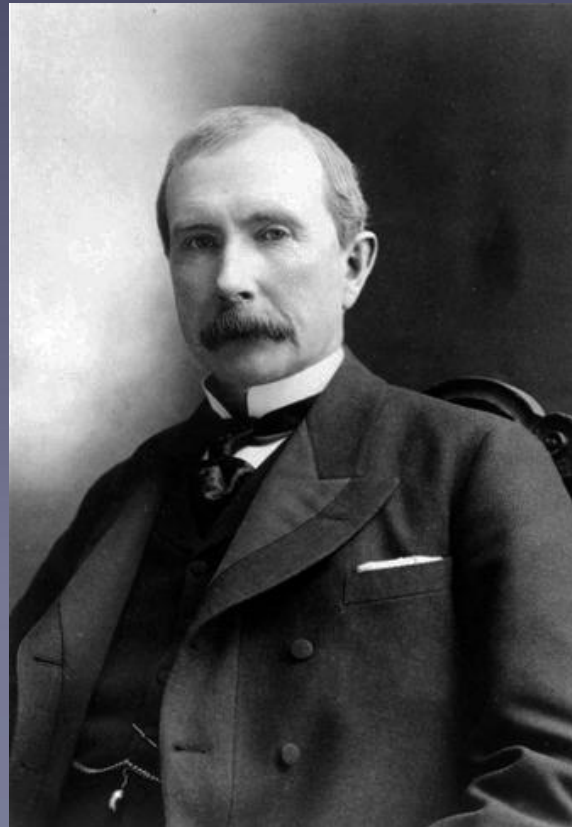


The value of traditions: Rockefeller's Empire



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

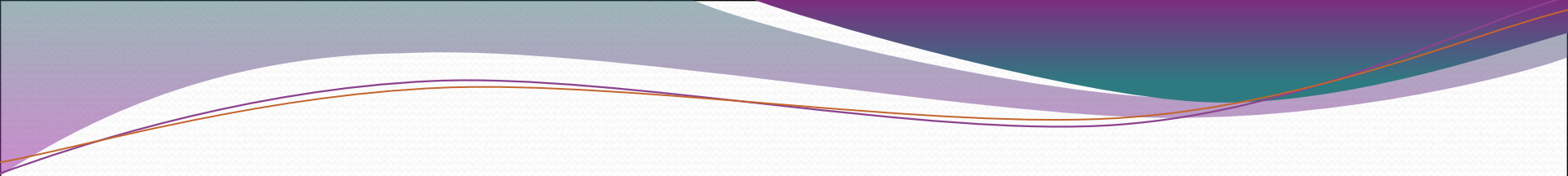


This caricature- company Standard Oil



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.

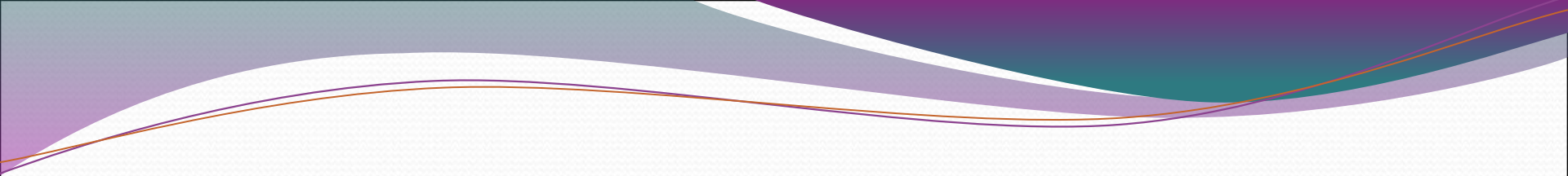
Kaykut estate - the residence of four generations of the Rockefeller



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!