



Crosley: Two Brothers and a Business Empire That Transformed the Nation

Rusty McClure, David Stern, Michael A. Banks

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Set in the vibrant Industrial Age and filigreed with family drama and epic ambition, *Crosley* chronicles one of the great untold tales of the twentieth century. Born in the late 1800s into a humble world of dirt roads and telegraphs, Powel and Lewis Crosley were opposites in many ways but shared drive, talent, and an unerring knack for knowing what Americans wanted. Their pioneering inventions — from the first mass-produced economy car to the push-button radio — and breakthroughs in broadcasting and advertising made them both wealthy and famous, as did their ownership of the Cincinnati Reds. But as their fortunes grew, so did Powel's massive ego, which demanded he own eight mansions and seven yachts at the height of the Great Depression. Rich with detailed reminiscences from surviving family members, *Crosley* is both a powerful saga of a heady time in American history and an intimate tale of two brilliant brothers navigating triumph and tragedy.

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