

Big Industry: ROSE

R

Railroads → carry all other industries
 Cornelius "Commodore" Vanderbilt

The most powerful man in railroads

Standard Oil Company

• John D. Rockefeller "robber baron"

O

"Horizontal Merge" buy out all competition

• Used immigrants for labor

S

Steel = bridges, railroads, skyscrapers

• Andrew Carnegie = didn't pay employees well, donated \$ to libraries + art centers

Employee Organization

Horizontal Merge: buy out all competition

Verticle Merge: buy out all companies used to make your product

E

Monopolies: giant company that controls entire industry

Trusts: Board of trustees that manage your company