Machine Age Outline (Industrialization)

I.                    Consumption and Production

A.      Mass Production/Assembly Line

B.      Advertising

C.      Credit

D.      Supply & Demand

II. Inventors and Businessmen

    A. Thomas Edison

    B. Andrew Carnegie

III. Henry Ford—A Case Study

      A.       Horizontal Integration

      B.        Vertical Integration

      C.        Branding Marketing

      D.        Financing

IV. Workers

      A. Loss of Position as Producers

      B. Become Employees and Consumers

      C. Scientific Management

      D. Women

      E. Children

      F. Accidents

      G. Free Labor Contract

Key Terms

Henry Ford                                 Assembly Line                                   5 Dollar A Day Plan

Scientific Management         Branding/Advertising                     Vertical Integration

Horizontal Integration            Profit Sharing                                     Unions

Strikes                                          Immigration                                       Urbanization

Mechanization                          Craftsmen                                           Frederick W. Tyalor