



George Eastman: The Kodak King

Daniel Alef

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Biographical profile of George Eastman, founder of the Eastman Kodak Co. and inventor of the Kodak and Brownie cameras that revolutionized photography. In roughly 30 years beginning in 1880, Eastman changed the world of photography. Instead of cameras the size of microwave ovens, and the need for a tent, chemicals, glass plates and enormous patience, the camera alone priced at nearly \$50, Eastman ultimately introduced a camera that cost only \$1 with film priced at 15 cents a roll. All the customer had to do was point the camera and press a button. Essentially he democratized photography, making it available to people from all walks of life. And in the process he became one of the 10 wealthiest men in America. Award-winning author Daniel Alef tells the story of Eastman's rise from poverty to the summit of success, and his unfortunate demise. [1,425-word Titans of Fortune article]

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