

Chapter 9, Section 3

Big Business

(Pages 319–323)

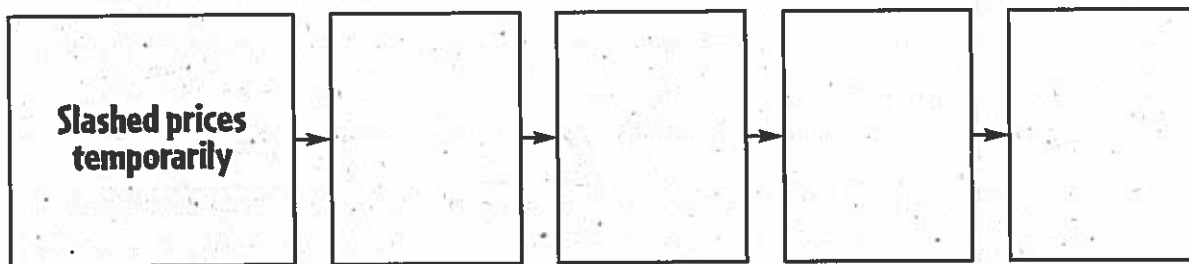
Reason To Read

Setting a Purpose for Reading Think about these questions as you read:

- How did large corporations come to dominate American business?
- How did Andrew Carnegie's innovations transform the steel industry?

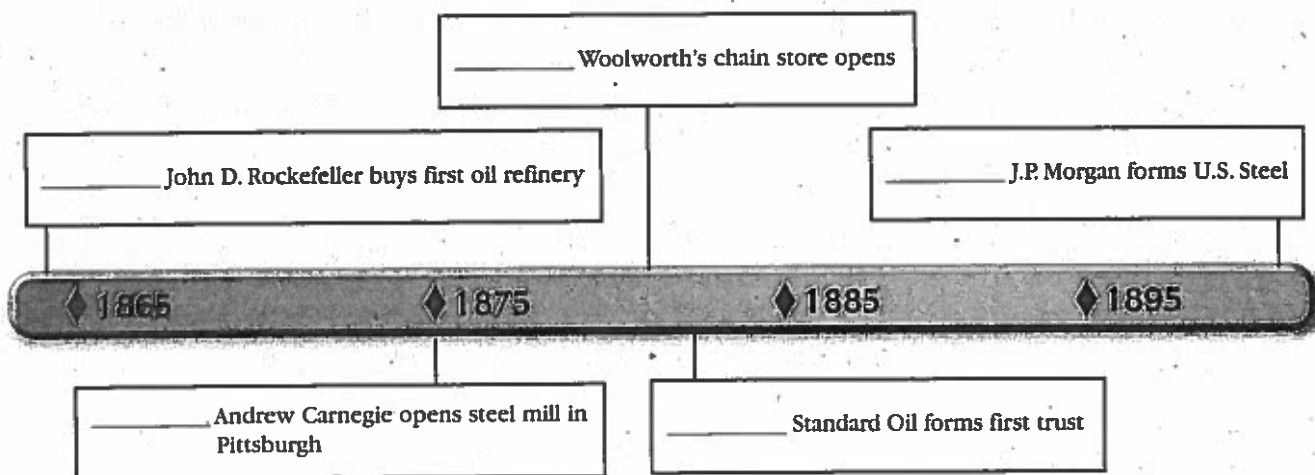
Main Idea

As you read pages 319–323 in your textbook, complete the graphic organizer below by outlining the steps large business owners took to weaken or eliminate competition.



Sequencing Events

As you read, write the correct dates next to each item on the time line below.



The Rise of Big Business (pages 319–320)

Previewing

Preview this section to get an idea of what's ahead. First, skim the section. Then write a sentence or two explaining what you think you will be learning. After you have finished reading, revise your statements as necessary.

Terms To Know

Define or describe the following key terms from this lesson.

corporation

economies of scale

fixed cost

operating cost

Terms To Review

Use each of the following terms, which you studied in an earlier chapter, in a sentence that reflects the term's meaning in this lesson.

dominated
(Chapter 1, Section 2)

financed
(Chapter 1, Section 2)

The Consolidation of Industry (pages 320-322)

Determining the Main Idea

As you read this lesson, identify the main idea and write a sentence about it on the lines below.

Terms To Know

Define or describe each of the following terms from this lesson.

pool

vertical integration

horizontal integration

monopoly

trust

holding company

Academic Vocabulary

Use the following term from this lesson in a sentence that shows you understand the term's meaning.

virtual

Terms To Review

Define the following term that you studied earlier.

transported
(Chapter 4, Section 3)

Selling the Product (page 323)

Responding

Read through the lesson, and then think about how advertising is done today. What mass media outlets do companies use? Which strategies do they apply to appeal to adolescent consumers? Write your thoughts on the lines below.

Academic Vocabulary

Define the following academic vocabulary word from this lesson.

format

Section Wrap-up

Now that you have read the section, answer these questions from Setting a Purpose for Reading at the beginning of the section.

How did large corporations come to dominate American business?

How did Andrew Carnegie's innovations transform the steel industry?
