**Henry Ford**

Henry Ford was one of the most successful entrepreneurs in American history. He is best known for founding the Ford Motor Company and creating the first mass-produced automobile, the Model T. Ford's success was due to a number of factors. He was a skilled engineer and an excellent businessman. He had a clear vision for his company and was able to execute it flawlessly. He was also lucky to have access to the latest technology and manufacturing techniques. **By the** time he was 12, he was spending most of his spare time in a small machine shop he had equipped himself Ford's biggest contribution was his assembly line production method. This innovation allowed him to mass-produce his automobiles quickly and efficiently. It was this method that made the Model T the most affordable car in America and helped Ford dominate the automotive market. In addition to his business acumen, Ford was also a great promoter of his company and its products. He was an early adopter of advertising and public relations, and he used these tools to great effect. He was also a master of viral marketing, using word-of-mouth to generate interest in his products. All of these factors combined to make Henry Ford one of the most successful entrepreneurs in American history. He changed the way we live and work, and his legacy continues to this day.