

Presentation by:
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Business Management
Fall 2013

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Discovery & Cons.
Numerical data has the potential of being much of your research. However, the presentation of a chart is often too static.

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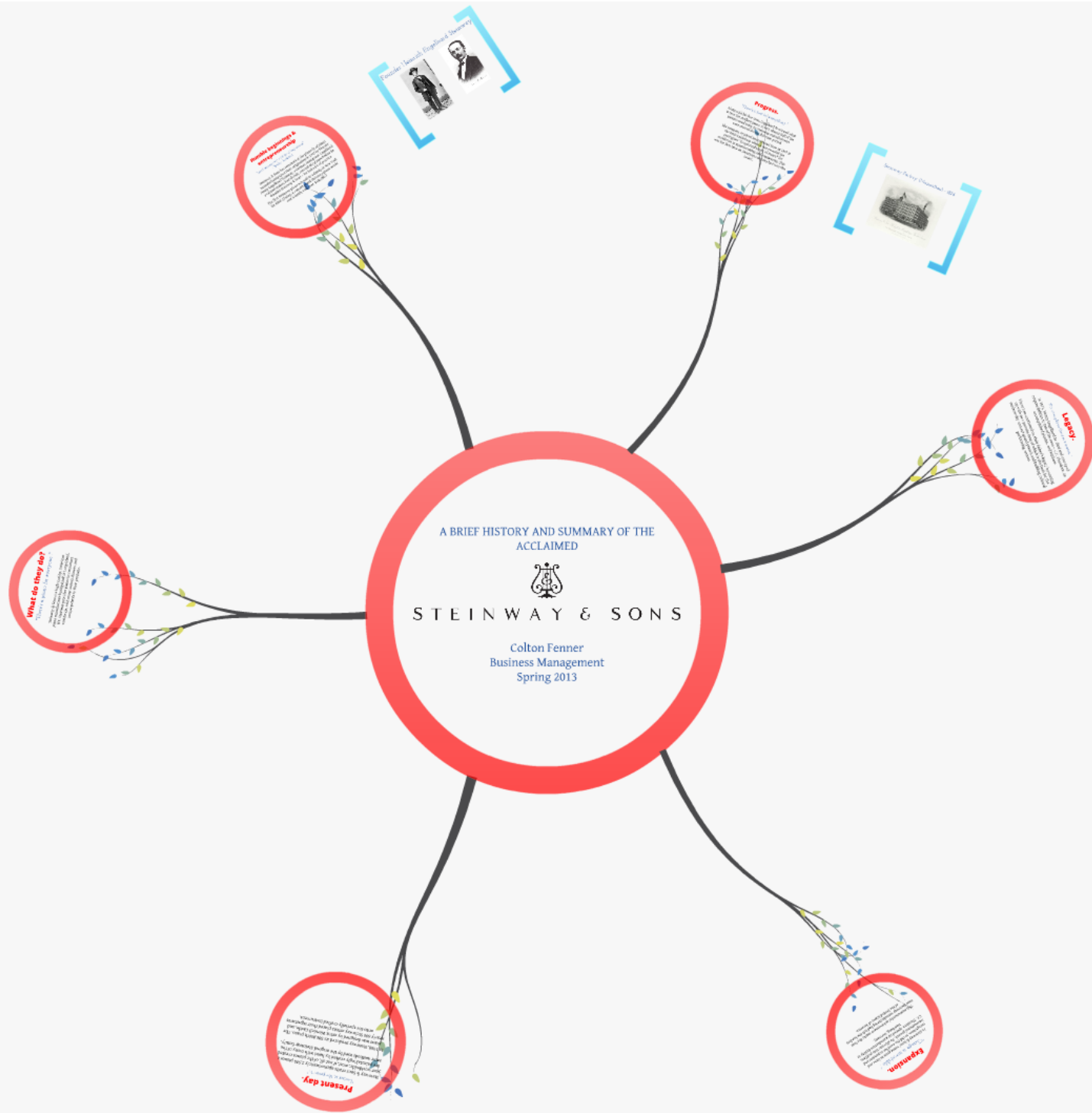
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A BRIEF HISTORY AND SUMMARY OF THE
ACCLAIMED



S T E I N W A Y & S O N S

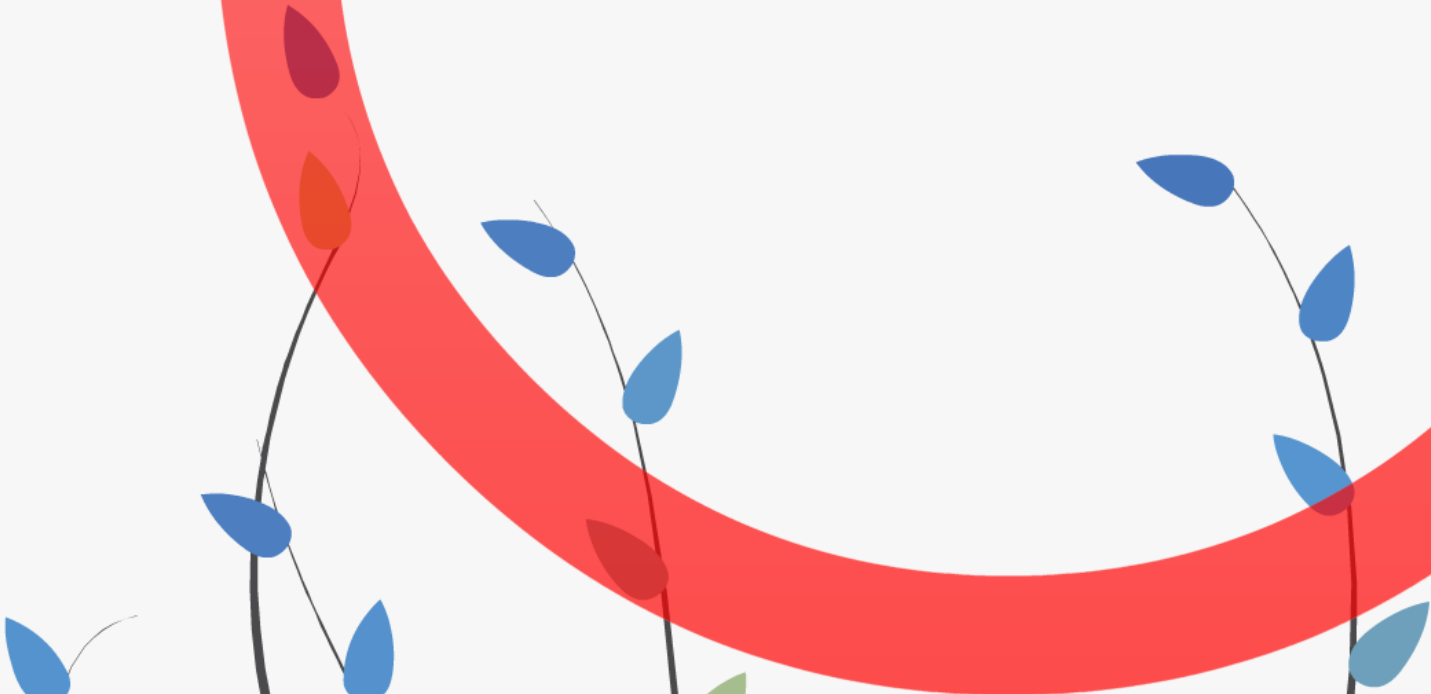
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Spring 2013



What do they do?

"There's a piano for everyone..."

Steinway & Sons is a high-quality, American piano manufacturer basing itself in Long Island, NY. Steinway provides pianos to consumers worldwide, with many awards, honors, and unique patents to their products.



Humble beginnings & entrepreneurship

"Good seasons start with good beginnings."
- Sparky Anderson

Steinway & Sons has remained at the pinnacle of piano manufacturing since their origination in 1853 by founder Henry Engelhard Steinway, a German immigrant. Engelhard, a cabinet maker, had already created 482 pianos before he founded Steinway & Sons -- he had a lot of practice. The first Steinway piano was sold to a family in New York for \$500. (Today, a concert grand Steinway piano would cost a family well over \$100,000.)

