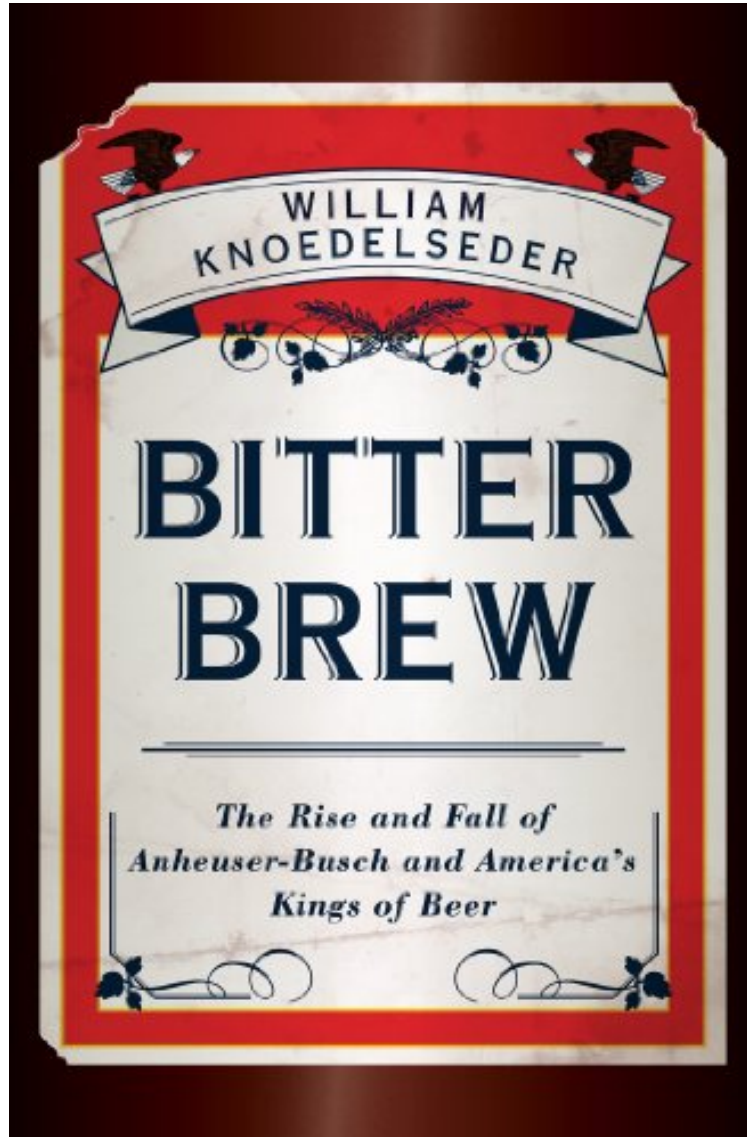


(Pdf free) Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer

Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer

William Knoedelseder

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William Knoedelseder : Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer:

0 of 0 people found the following review helpful. Good insight into the brewing industry, and what happens to family controlled business. By Steven L. Schaffner This is a real page-turner if you like to read business histories as I do. What happened to AB has happened many times before with family owned, then public company but still family controlled,

to the demise of greatness (usually)--hostile take-over. There can only be one primary goal in any endeavor by definition. And when product quality becomes secondary to profit, you know the lawyers and accountants have taken over. But beyond the business side of the book, there is the drama of the Busch family, from the first industrious generations to the last dissipated one. At this level, only a few mistakes can mean doom to a family controlled business. And the few that were made were big ones. You won't be able to stop reading this until you reach the end. 0 of 0 people found the following review helpful. When you say this book you say it all. By Joe Kessler An enjoyable look at one of America's first families. While it primarily deals with the patriarchs it still give plenty of good information. Being a former resident of St Louis I like many others have my AB stories. If you enjoyed this book I would recommend you read Under the Influence as well. That book is more dates than this one. 0 of 0 people found the following review helpful. The real-life soap opera of the Busch family. By Mark in NCI worked for Anheuser-Busch during some of the "glory times" (Budweiser Frogs, sponsoring every sporting event imaginable). I'm the same age as August IV. I witnessed some of what was laid out in the book, but this filled in all the holes. Great read if you like real-life soap operas. It has it ALL.

"Bitter Brew deftly chronicles the contentious succession of kings in a uniquely American dynasty. You'll never crack open a six again without thinking of this book." —John Sayles, Director of Eight Men Out and author of A Moment in the Sun The creators of Budweiser and Michelob beers, the Anheuser-Busch company is one of the wealthiest, most colorful and enduring family dynasties in the history of American commerce. In Bitter Brew, critically acclaimed journalist William Knoedelseder tells the riveting, often scandalous saga of the rise and fall of the dysfunctional Busch family — an epic tale of prosperity, profligacy, hubris, and the dark consequences of success that spans three centuries, from the open salvos of the Civil War to the present day.

"Bitter Brew deftly chronicles the contentious succession of kings in a uniquely American dynasty. You'll never crack open a six again without thinking of this book." (John Sayles, Director of "Eight Men Out" and author of A Moment in the Sun) "As the Busch family goes, so goes America. Bill Knoedelseder has taken their multi-generational saga and boiled it down into a heartfelt, hilarious ode to beer, baseball and business." (Michael London, Academy Award-nominated producer of "Sideways") "A great American story told as well and it could be told. I'll never drink a Bud the same way again." (Larry Leamer, bestselling author of the Kennedy family trilogy, The Kennedy Women, The Kennedy Men and Sons of Camelot) "An engrossing behind-the-scenes look at one of America's most successful and familiar brands." (Kirkus) "[A] thoroughly researched and thoughtfully written book." (Publishers Weekly) "...well-written, and thoroughly documented company history..." VERDICT A real-life family saga, this book is full of domestic and company details, some of which are sordid, others commendable. Recommended for readers interested in the backstory behind the King of Beers." (Library Journal) "An engrossing saga of the Busch family, one of the wealthiest, longest-lasting, and most colorful family dynasties in the history of American commerce." (USA Today) "[I]ntoxicating reading... This is a lurid, fascinating tale, which narrowly escapes the charge of being sensationalist thanks to its factual grounding and the significance of its subject—a family business that managed to dominate an industry but could not get its own dysfunction under control." (Wall Street Journal) "[An] engaging narrative." (Daily Beast) From the Back Cover The engrossing, often scandalous saga of one of the wealthiest, longest-lasting, and most colorful family dynasties in the history of American commerce — a cautionary tale about prosperity, profligacy, hubris, and the blessings and dark consequences of success. From countless bar signs, stadium scoreboards, magazine ads, TV commercials, and roadside billboards, the name Budweiser has been burned into the American consciousness as the "King of Beers." Over a span of more than a century, the company behind it, Anheuser-Busch, has attained legendary status. A jewel of the American Industrial Revolution, in the hands of its founders — the sometimes reckless and always boisterous Busch family of St. Louis, Missouri — it grew into one of the most fearsome marketing machines in modern times. In Bitter Brew, critically acclaimed journalist Knoedelseder paints a fascinating portrait of immense wealth and power accompanied by a barrelful of scandal, heartbreak, tragedy, and untimely death. This engrossing, vivid narrative captures the Busch saga through five generations. At the same time, it weaves a broader story of American progress and decline over the past 150 years. It's a cautionary tale of prosperity, hubris, and loss. About the Author William Knoedelseder was a longtime reporter for the Los Angeles Times, and he has been a television news executive for Knight Ridder, Fox, and the USA Network. His books include Stiffed: A True Story of MCA, the Music Business, and the Mafia, and I'm Dying Up Here: Heartbreak and High Times in Stand-Up Comedy's Golden Era. He lives in Woodland Hills, California.