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And~~

In Bitter Brew, critically  
acclaimed journalist William  
Knodelseder tells the  
riveting, often scandalous  
saga of the rise and fall of  
the dysfunctional Busch  
family—an epic tale of  
prosperity, profligacy,

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hubris, and the dark consequences of success that spans three centuries, from the open salvos of the Civil War to the present day.

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Fall of Anheuser Busch and  
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Stretching across three centuries, from the start of the Civil War through two World Wars and Prohibition to today, Bitter Brew tells the astonishing story of how five generations of men - fathers, sons, and brothers - took a small, bankrupt brewery on the banks of the Mississippi and built it into an international colossus.

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chronicles the contentious  
succession of kings in a  
uniquely American dynasty.  
You'll never crack open a  
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Brewers like Brisbane's  
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Badlands are among the craft beer brewers who have their own versions, and customer tastes are following suit, with The Welders Dog's Farmhouse Ginger Beer becoming the first ginger beer to have ever made it onto the Hottest 100 in 2018.

~~The rise and rise of ginger beer | Brews News~~

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Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer (2012), ISBN 0062009265. I'm Dying Up Here: Heartbreak and High Times in Standup Comedy's Golden Age (2010), ISBN 1586488961. In Eddie's Name: One Family's Triumph

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over Tragedy (with co-author  
Bryn Freedman) (1999), ISBN  
0571199240.

~~William Knoedelseder~~

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suffering of tea workers in

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Bitter Brew~~

Actor Kelsey Grammer, best known for his roles in the TV sitcoms Cheers and Frasier, delivers Bitter Brew, a compelling mystery featuring Detective Bill Walsh, an upstate cop in the quiet, rural town of Beatriceville, 200 miles north of New York City, who suspects foul play in the death of millionaire city transplant Jonathan Kimball, even though the evidence points to suicide, not

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"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



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Journalist William  
Knodelseder 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.

Uncovers the opportunism,  
unbridled power, family  
conflict, and sex scandals  
hidden behind the red,  
white, and blue logo of the  
Anheuser-Busch family  
dynasty

How the King of Beers

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collapsed without a fight and what it means for America's place in the post-Recession world How did InBev, a Belgian company controlled by Brazilians, takeover one of America's most beloved brands with scarcely a whimper of opposition? Chalk it up to perfect timing—and some unexpected help from powerful members of the Busch dynasty, the very family that had run the company for more than a century. In Dethroning the King, Julie MacIntosh, the award-winning financial journalist who led coverage of the takeover for the Financial Times, details

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how the drama that unfolded at Anheuser-Busch in 2008 went largely unreported as the world tumbled into a global economic crisis second only to the Great Depression. Today, as the dust settles, questions are being asked about how the "King of Beers" was so easily captured by a foreign corporation, and whether the company's fall mirrors America's dwindling financial and political dominance as a nation. Discusses how the takeover of Anheuser-Busch will be seen as a defining moment in U.S. business history Reveals the critical missteps taken by the Busch family and the Anheuser-Busch

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board Argues that Anheuser-Busch had a chance to save itself from InBev's clutches, but infighting and dysfunctionality behind the scenes forced it to capitulate From America's heartland to the European continent to Brazil, Dethroning the King is the ultimate corporate caper and a fascinating case study that's both wide reaching and profound.

A "fascinating and well-documented social history" of American beer, from the immigrants who invented it to the upstart microbrewers who revived it (Chicago Tribune). Grab a pint and

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settled in with  
Ambitious Brew, the  
Americas Kings Of Beer  
fascinating, first-ever  
history of American beer.

Included here are the stories of ingenious German immigrant entrepreneurs like Frederick Pabst and Adolphus Busch, titans of nineteenth-century industrial brewing who introduced the pleasures of beer gardens to a nation that mostly drank rum and whiskey; the temperance movement (one activist declared that "the worst of all our German enemies are Pabst, Schlitz, Blatz, and Miller"); Prohibition; and the twentieth-century passion for microbrews.

Historian Maureen Ogle tells

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A wonderful tale of the American dream—and the great American brew. “As much a painstakingly researched microcosm of American entrepreneurialism as it is a love letter to the country’s favorite buzz-producing beverage . . . ‘Ambitious Brew’ goes down as brisk and refreshingly as, well, you know.” —New York Post

Can you name America’s oldest brewery? If visions of outsized draft horses plod to mind, you’re way off. Instead, head for the mountains—of northeastern Pennsylvania. In 1829, in Pottsville, German immigrant

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D.G. Yuengling set up shop to slake the thirst of immigrants flocking to the region's booming anthracite coalfields. Five generations have steered the family-owned brewery through fires, temperance, depressions, Prohibition, and the whims of changing tastes; outlasted hundreds of local competitors; and turned Yuengling from a regional name into a national institution. For 175 years, the hard-working, hands-on approach of Yuengling has kept it going, and growing, while thousands of other brands vanished into history's recycling bin. Kick back, relax, and crack

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open a cool history of  
Yuengling and Son, Inc.,  
America's oldest brewery. It  
begins with the brewery's  
founding in 1829 by German  
immigrant D.G. Yuengling,  
who saw an opportunity in  
the region's growing, beer-  
loving immigrant population.  
Subsequent chapters follow  
the brewery into the age of  
bottled beer and  
advertising; through the  
dark days of Prohibition;  
the age of consolidation,  
when a few big names  
swallowed up or buried most  
regional brews; and into the  
age of microbrews, when  
consumers turned away from  
bland brands in search of a  
beer with character, leading



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to Yuengling's resurgence on the national scene. An epilogue gauges the company's current status and immediate future, and a chronology lists key events in the brewery's existence. Notes and copious illustrations supplement this history, which also includes a list of reference works, and an index.

Full of revealing portraits of many of the best-known comedic talents of the 1970s, "I'm Dying Up Here" is also a poignant tale of the price of success and the terrible cost of failure--professional and moral.

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Name by Jonathon Yardly of the Washington Post as one of the best books of 2000, Citizen Coors combines a monumental business story with a heartrending tale of family strife and a sweeping vista of American politics in the last half of the twentieth century. From the moment when the Prussian Adolph Coors stows away to America in 1868, through the creation of the Heritage Foundation, to the global expansion of the billion-dollar Coors Brewing Company, the Coors family triumphed by iron-willed commitment to its own values -- values that ironically

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Arthur's undoing on both the business and political fronts. Acclaimed writer Dan Baum captures it all, from Adolph's Prohibition-provoked suicide to the banishment of an heir-apparent for marrying without permission. Baum vividly depicts the genius, eccentricity, and tragic weaknesses of the remarkable Coors family.

The New York Times bestselling author of *Bitter Brew* chronicles the birth and rise to greatness of the American auto industry through the remarkable life of Harley Earl, an eccentric six-foot-five, stuttering

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visionary who dropped out of college and went on to invent the profession of automobile styling, thereby revolutionized the way cars were made, marketed, and even imagined. Harleys Earl's story qualifies as a bona fide American family saga. It began in the Michigan pine forest in the years after the Civil War, traveled across the Great Plains on the wooden wheels of a covered wagon, and eventually settled in a dirt road village named Hollywood, California, where young Harley took the skills he learned working in his father's carriage shop and applied them to designing

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sleek, racy-looking automobile bodies for the fast crowd in the burgeoning silent movie business. As the 1920s roared with the sound of mass manufacturing, Harley returned to Michigan, where, at GM's invitation, he introduced art into the rigid mechanics of auto-making. Over the next thirty years, he functioned as a kind of combination Steve Jobs and Tom Ford of his time, redefining the form and function of the country's premier product. His impact was profound. When he retired as GM's VP of Styling in 1958, Detroit reigned as the manufacturing capitol of the world and

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General Motors ranked as the most successful company in the history of business.

Knoedelseder tells the story in ways both large and small, weaving the history of the company with the history of Detroit and the Earl family as Fins examines the effect of the automobile on America's economy, culture, and national psyche.

Heineken is known all around the world, but few of the drinkers who eagerly watch the foam rise in their glass have heard of the business ploys, marketing tricks and extraordinary characters that transformed the Dutch

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family business into a global brand. Taking us on a journey from a small brewery in Amsterdam in 1864 to the present day, The Heineken Story tells the remarkable and sometimes controversial true story of one of the world's largest brewing companies, and of Alfred 'Freddy' Heineken, the singular business man who secured its position. From spectacular takeovers and inspired marketing campaigns, to a kidnapping that brought in the largest ransom ever paid for an individual, this is a gripping account of the battle for the international beer market. Barbara Smit

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has experience writing on family drama, marketing and consumer culture, and in The Heineken Story she has put together a narrative that is meticulously researched, and fizzing with competition, personalities and betrayal.

Goose Island opened as a family-owned Chicago brewpub in the late 1980s, and it soon became one of the most inventive breweries in the world. In the golden age of light, bland and cheap beers, John Hall and his son Greg brought European flavors to America. With distribution in two dozen states, two brewpubs and status as one of the 20



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biggest breweries in the United States, Goose Island became an American success story and was a champion of craft beer. Then, on March 28, 2011, the Halls sold the brewery to Anheuser-Busch InBev, maker of Budweiser, the least craft-like beer imaginable. The sale forced the industry to reckon with craft beer's mainstream appeal and a popularity few envisioned. Josh Noel broke the news of the sale in the Chicago Tribune, and he covered the resulting backlash from Chicagoans and beer fanatics across the country as the discussion escalated into an intellectual craft beer war.

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Anheuser-Busch has since bought nine other craft breweries, and from among the outcry rises a question that Noel addresses through personal anecdotes from industry leaders: how should a brewery grow?

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