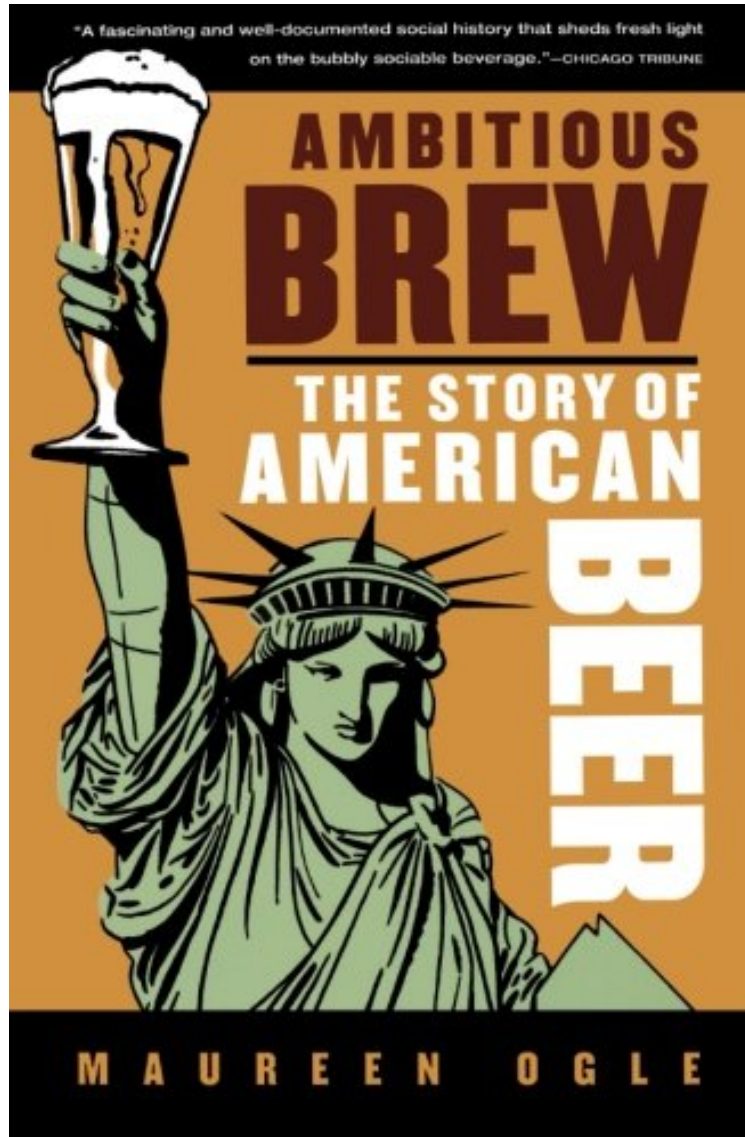


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Ambitious Brew: The Story of American Beer

Maureen Ogle

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#623005 in Books Maureen Ogle 2007-10-08 2007-10-08 Original language: English PDF # 1 8.00 x 1.13 x 5.251, 1.10 #File Name: 0156033593432 pages Ambitious Brew The Story of American Beer | File size: 77.Mb

Maureen Ogle : Ambitious Brew: The Story of American Beer before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Ambitious Brew: The Story of American Beer*:

2 of 2 people found the following review helpful. An ambitious title that achieves its goal By Leslie N. Patinoldquo; *Ambitious Brew: The Story of American Beer*rdquo; is an ambitious title. No surprise that the book is a hefty 452 pages. The good news is that historian Maureen Ogle achieves her lofty goal and then some in this

thoroughly researched and well-organized book. She weaves together the tales of all the major players throughout the history of American beer—the numerous Busches, Millers, Pabsts, Uihleins and many more. The result is a highly engaging book for anyone interested in the topic. Among all the books on the market today, there's not a more definitive history of beer in the United States. That's even more laudable considering that *Ambitious Brew* was published in 2007. The fact that it's nearly eight years old is the only bad thing about the book. It would be cool if Ms. Ogle put out a 10th anniversary edition with her take on developments in the U.S. beer scene—particularly the rapid growth of the craft beer movement—over the last decade.

0 of 0 people found the following review helpful. an astoundingly good business history

By smitka Ogle is a historian but not an academic. So while this is carefully researched, it's superlatively written, a good read that I assign to students in a course on the Economics of Strategy (aka "Industrial Organization"). It contains a lot of material on the impact of technology on the industry, from the rise of microbiology and refrigeration in the late 1800s to advertising, to the impact of Prohibition on the industry (including downstream distribution) and logistics in the 1960s to the rise of microbreweries today. In class I pair it with a visit to a local, exceptionally well-run microbrewery (Devils Backbone) whose COO can explain how their cost structure has shifted as they've expanded in scale, as well as the impact of the post-Prohibition tiered distribution system in Virginia and surrounding states that prevents them from setting prices to retailers (they charge xxx to their distributor, who then sells on to retailers — Kroger, Food Lion and Giant in this case — who then set their own prices... Ogle provides a great foundation for their being able to ask intelligent questions, and for writing papers.

0 of 0 people found the following review helpful. Detailed and fascinating

By Jennifer H-K While the book jumps around a bit, the detailed history of brewing was fascinating. I found it hard to follow all the name dropping towards the end, trying to remember which brewery each name was associated with was distracting. Overall a good book giving a good overview of the industry.

In the first-ever history of American beer, Maureen Ogle tells its epic story, from the immigrants who invented it to the upstart microbrewers who revived it.

From Publishers Weekly Conventional wisdom has it that giant breweries, driven by corporate greed, have flooded the U.S. with inferior-tasting swill, and the only beer worth drinking is from scattered boutique microbrewers. Nonsense, says Ogle: companies like Miller and Anheuser-Busch are actually near-perfect embodiments of the American dream (in which "liberty nurtured ambition, and ambition fostered success")—and if their beers became noticeably blander 50 years ago, it's because consumers wanted it that way. Ogle (*All the Modern Conveniences*) looks back at the early years of brewers like Phillip Best, Frederick Pabst and Adolphus Busch as they rose to success making European-style beers for fellow immigrants, converting plenty of native palates along the way. Such men, she claims, should be heralded as captains of industry like Gilded Age icon J.P. Morgan. This material is strong, as is Ogle's analysis of the slow but steady rise of the Prohibition movement, but her narrative loses momentum as she tries to encompass the post-WWII era and add the most successful microbrewers to her list of heroes. Her exuberant musings on the American spirit become distracting, but there's more than enough drama in the family sagas to keep even the soberest of readers turning the pages. (Oct.) Copyright © 2015 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. PRAISE FOR *AMBITIOUS BREW* "A fascinating and well-documented social history that sheds fresh light on the bubbly sociable beverage."—Chicago Tribune "From lager-making German immigrants to today's microbrew-meisters, a sudsy, briskly told survey of American beer. B+."—Entertainment Weekly