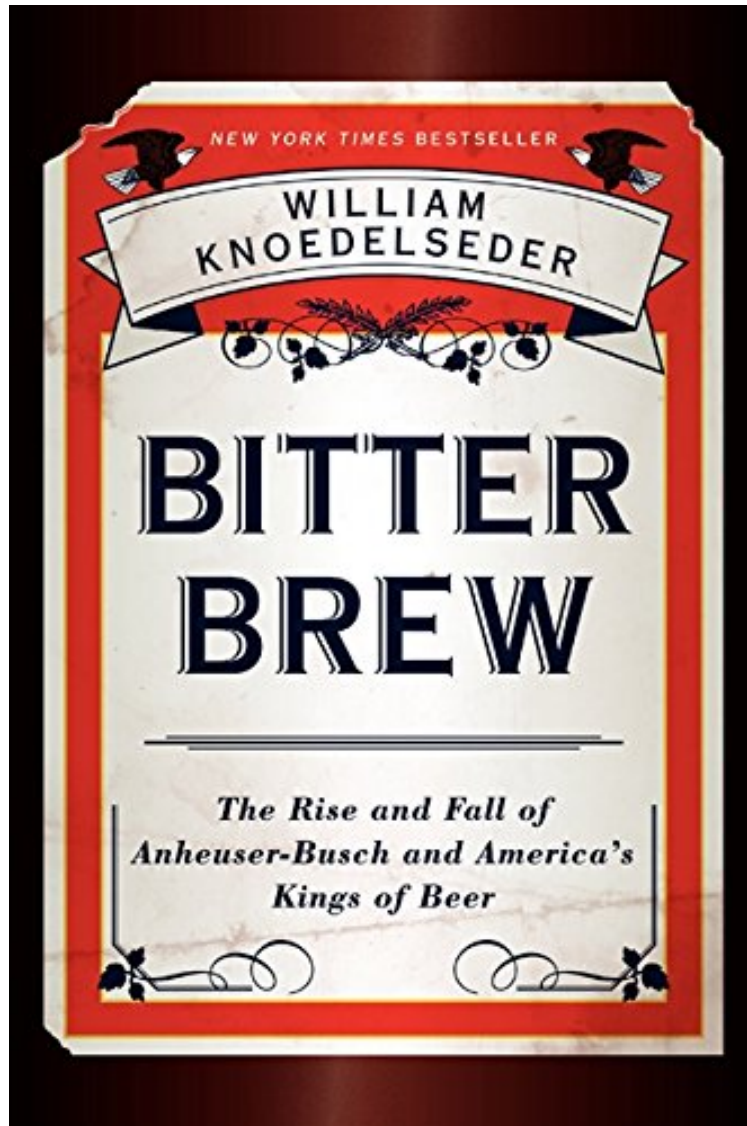


Bitter Brew: The Rise and Fall of Anheuser-Busch and America's Kings of Beer

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 gage 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. SchaffnerThis 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.