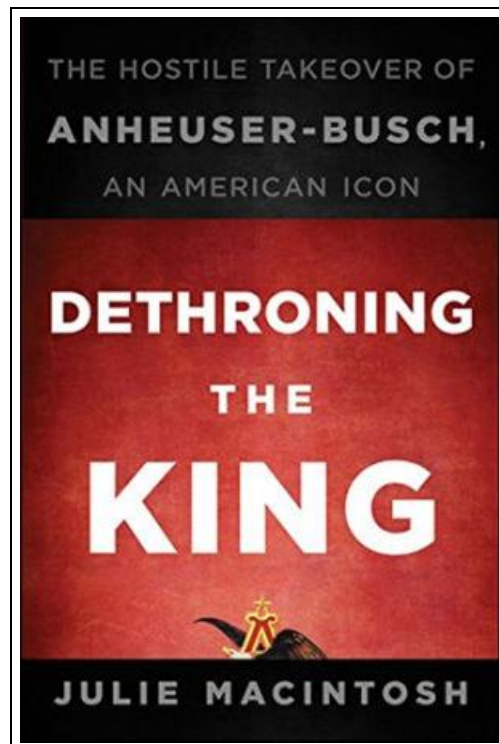


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Reviews

It is an incredible book which i actually have ever go through. it had been writtern extremely completely and helpful. You can expect to like the way the blogger publish this book.
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John Wiley and Sons Ltd, United Kingdom, 2010. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. How the King of Beers 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, take over 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 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 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.

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