And Of William Knoedelseder Brew Fall The Busch Anheuser Beer Kings Bitter Rise Americas

#William Knoedelseder #Anheuser-Busch history #Bitter Brew book #beer industry rise and fall #American beer kings

Explore the captivating story of Anheuser-Busch, chronicled in William Knoedelseder's 'Bitter Brew.' This compelling narrative delves into the dramatic rise and eventual fall of America's original beer kings, offering a fascinating look at the evolving beer industry.

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Bitter Brew

"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.

Dethroning the King

How the King of Beers collapsed without a fight and what itmeans 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 whimperof opposition? Chalk it up to perfect timing—and someunexpected help from powerful members of the Busch dynasty, thevery family that had run the company for more than a century. InDethroning the King, Julie MacIntosh, the award-winningfinancial journalist who led coverage of the takeover for theFinancial Times, details how the drama that unfolded atAnheuser-Busch in 2008 went largely unreported as the world tumbledinto 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 dwindlingfinancial and political dominance as a nation. Discusses how the takeover of Anheuser-Busch will be seen as adefining moment in U.S. business history Reveals the critical missteps taken by the Busch family and theAnheuser-Busch board Argues that Anheuser-Busch had a chance to save itself fromInBev's clutches, but infighting and dysfunctionality behind thescenes forced

it to capitulate From America's heartland to the European continent to Brazil,Dethroning the King is the ultimate corporate caper and afascinating case study that's both wide reaching and profound.

Under the Influence

Like that great bestseller Indecent Exposure, this shocking expose is an epic that began with a small incident--an income tax investigation--which exploded to show the pervasive corruption of an entire industry. The investigation grew and expanded to involve the FBI, the Justice Department, extortion, counterfeiting, bribery, even murder. 8 pages of photos.

Stiffed

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 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 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 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.

Making Friends Is Our Business

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 dsitute 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 prove the family'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.

Fins

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 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. 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?

Citizen Coors

Brewing, a venerable American industry, once was dominated by family-owned firms serving a loyal clientele. In the late 1970s, however, the conglomerates got involved, and the beer wars erupted. In "Beer Blast\

Barrel-Aged Stout and Selling Out

The Desloge family in America is known as a great industrialist, philanthropic, religious and naturalist family spanning 200 years in America and is one of the oldest French families in Missouri and St. Louis. It has taken the vital force and verve of great families to build great business in America; and build a country of increasing middle-class consumers as well. Tycoons like Carnegie, Rockefeller, Guggenheim, Gould and Morgan - greats of the gilded age have made a real impression on industry and the increase in the human condition from those industries. Other families have made their mark in much the same way - such as Kellogg and Wrigley. Steel, railroads, finance, cereal, chewing gum. In lead, the name is Desloge. Starting with entrepreneurial zeal by wildcatting in mining in Missouri and also in the California Gold Rush, among these famous names, the Desloge family became - and today represents - industrial and social titans in Missouri and American history.

Beer Blast

Founder of The Boston Beer Company, brewer of Samuel Adams Boston Lager, and a key catalyst of the American craft beer revolution, Jim Koch offers his unique perspective when it comes to business, beer, and turning your passion into a successful company or career. In 1984, it looked like an unwinnable David and Goliath struggle: one guy against the mammoth American beer industry. When others scoffed at Jim Koch’s plan to leave his consulting job and start a brewery that would challenge American palates, he chose a nineteenth-century family recipe and launched Samuel Adams. Now one of America’s leading craft breweries, Samuel Adams has redefined the way Americans think about beer and helped spur a craft beer revolution. In Quench Your Own Thirst, Koch offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company. His innovative business model and refreshingly frank stories offer counterintuitive lessons that you can apply to business and to life. Koch covers everything from finding your own Yoda to his theory on how a piece of string can teach you the most important lesson you’ll ever learn about business. He also has surprising advice on sales, marketing, hiring, and company culture. Koch’s anecdotes, quirky musings, and bits of wisdom go far beyond brewing. A fun, engaging guide for building a career or launching a successful business based on your passions, Quench Your Own Thirst is the key to the ultimate dream: being successful while doing what you love.

The History of the Desloge Family in America

The Death of an Heir is Philip Jett's chilling true account of the Coors family’s gilded American dream that turned into a nightmare when a meticulously plotted kidnapping went horribly wrong. In the 1950s and 60s, the Coors dynasty reigned over Golden, Colorado, seemingly invincible. When rumblings about labor unions threatened to destabilize the family's brewery, Adolph Coors, Jr., the septuagenarian president of the company, drew a hard line, refusing to budge. They had worked hard for what they had, and no one had a right to take it from them. What they'd soon realize was that they had more to lose than they could have imagined. On the morning of Tuesday, February 9, 1960, Adolph “Ad” Coors III, the 44-year-old CEO of the multimillion dollar Colorado beer empire, stepped into his car and headed for the brewery twelve miles away. At a bridge he stopped to help a man in a yellow Mercury sedan. On the back seat lay handcuffs and leg irons. The glove box held a ransom note ready to be mailed. His coat pocket shielded a loaded pistol. What happened next set off the largest U.S. manhunt since the Lindbergh kidnapping. State and local authorities, along with the FBI personally spearheaded by its director J. Edgar Hoover, burst into action attempting to locate Ad and his kidnapper. The dragnet spanned a continent. All the while, Ad’s grief-stricken wife and children waited, tormented by the unrelenting silence. The Death of an Heir reveals the true story behind the tragic murder of Colorado’s favorite son.

Quench Your Own Thirst

At the turn of the twentieth century, St. Louis, Missouri, was the fourth largest city in the country. For years, it was the westernmost metropolis, known for its manufacturing, beer, railroad hub, music, baseball, World’s Fair, and its romance with the Mississippi. This collection of shocking stories ripped from the headlines of the Gateway City’s seamy past includes tales of cholera epidemics, deadly

newspaper-daily duels, ragtime racism, and Spiritualism scuffles. Readers will also meet the formative female figures behind the women's suffrage movement in St. Louis, and discover how local brewers fought against Prohibition with the help of America's favorite pastime—baseball.

The Death of an Heir

A sharp and illuminating history of one of capitalism's longest running tensions—the conflicts of interest among public company directors, managers, and shareholders—told through entertaining case studies and original letters from some of our most legendary and controversial investors and activists. Recent disputes between shareholders and major corporations, including Apple and DuPont, have made headlines. But the struggle between management and those who own stock has been going on for nearly a century. Mixing never-before-published and rare, original letters from Wall Street icons—including Benjamin Graham, Warren Buffett, Ross Perot, Carl Icahn, and Daniel Loeb—with masterful scholarship and professional insight, Dear Chairman traces the rise in shareholder activism from the 1920s to today, and provides an invaluable and unprecedented perspective on what it means to be a public company, including how they work and who is really in control. Jeff Gramm analyzes different eras and pivotal boardroom battles from the last century to understand the factors that have caused shareholders and management to collide. Throughout, he uses the letters to show how investors interact with directors and managers, how they think about their target companies, and how they plan to profit. Each is a fascinating example of capitalism at work told through the voices of its most colorful, influential participants. A hedge fund manager and an adjunct professor at Columbia Business School, Gramm has spent as much time evaluating CEOs and directors as he has trying to understand and value businesses. He has seen public companies that are poorly run, and some that willfully disenfranchise their shareholders. While he pays tribute to the ingenuity of public company investors, Gramm also exposes examples of shareholder activism at its very worst, when hedge funds engineer stealthy land-grabs at the expense of a company's long term prospects. Ultimately, he provides a thorough, much-needed understanding of the public company/shareholder relationship for investors, managers, and everyone concerned with the future of capitalism.

Storied & Scandalous St. Louis

Lager explores the history, styles, brewing techniques, and allure of the world's most popular type of beer.

Dear Chairman

The remarkable story of Sumner Redstone, his family legacy, and the battles for all he controlled. Sumner Murray Redstone (1923–2020), who lived by the credo "content is king," leveraged his father's chain of drive-in movie theaters into one of the world's greatest media empires through a series of audacious takeovers designed to ensure his permanent control. Over the course of this meteoric rise, he made his share of enemies and feuded with nearly every member of his family. In The King of Content, Keach Hagey deconstructs Redstone's rise from Boston's West End through Harvard Law School to the highest echelons of American business. The ninety-seven-year-old mogul's life became a tabloid soap opera, the center of acrimonious legal battles throughout his vast holdings, which included Paramount Pictures and two of the largest public media companies, Viacom and CBS. At the heart of these lawsuits was Redstone's tumultuous love life and complicated relationship with his children. Redstone's daughter, Shari, has emerged as his de facto successor, but only after she ousted his closest confidant in a fierce power struggle. Yet Redstone's assets face an existential threat that goes beyond his family, disgruntled ex-girlfriends, or even the management of his companies: the changing nature of media consumption. As more and more people cut their cable cords, CBS, with its focus on sports and broadcast TV, has held steady, while Viacom, with its once-great cable channels like MTV and Nickelodeon, has suffered a precipitous fall. As their rivals merge, the question is whether Shari's push to undo her father's last big strategic maneuver and recombine CBS and Viacom will be enough to shore up their future. A biography and corporate whodunit filled with surprising details, The King of Content investigates Redstone's impact on business and popular culture, as well as the family feuds, corporate battles, and questionable alliances that go back decades—all laid bare in this authoritative book.

Lager

“Beautiful and unflinching . . . a riveting story about the fall of an American family, an American city, and possibly the American Dream itself.” —Janis Cooke Newman, author of Mary, Mrs. A. Lincoln Frances Stroh’s earliest memories are ones of great privilege: shopping trips to London and New York, lunches served by black-tied waiters at the Regency Hotel, and a house filled with precious antiques, which she was forbidden to touch. Established in Detroit in 1850, by 1984 the Stroh Brewing Company had become the largest private beer fortune in America and a brand emblematic of the American dream itself; while Stroh was coming of age, the Stroh family fortune was estimated to be worth $700 million. But behind the beautiful façade lay a crumbling foundation. Detroit’s economy collapsed with the retreat of the automotive industry to the suburbs and abroad and likewise the Stroh family found their wealth and legacy disappearing. As their fortune dissolved in little over a decade, the family was torn apart internally by divorce and one family member’s drug bust; disagreements over the management of the business; and disputes over the remaining money they possessed. Even as they turned against one another, looking for a scapegoat on whom to blame the unraveling of their family, they could not anticipate that even far greater tragedy lay in store. Featuring beautiful evocative photos throughout, Stroh’s memoir is elegantly spare in structure and mercilessly clear-eyed in its self-appraisal—at once a universally relatable family drama and a great American story. “Stroh’s absorbing memoir suggests that most cocoons are permeable and that privilege is relative.” —The New York Times Book Review

The King of Content

"Hoptopia argues that the current revolution in craft beer is the product of a complex global history that converged in the hop fields of Oregon's Willamette Valley. What spawned from an ideal environment and the ability of regional farmers to grow the crop rapidly transformed into something far greater because Oregon farmers depended on the importation of rootstock, knowledge, technology, and goods not only from Europe and the Eastern United States but also from Asia, Latin America, and Australasia. They also relied upon a seasonal labor supply of people from all of these areas as a supplement to local Euroamerican and indigenous communities to harvest their crops. In turn, Oregon hop farmers reciprocated in exchanges of plants and ideas with growers and scientists around the world, and, of course, sent their cured hops into the global marketplace. These global exchanges occurred not only during Oregon's golden era of hop growing in the late nineteenth and early twentieth centuries, but through to the present in the midst of the craft beer revival. The title of this book, Hoptopia, is a nod to Portland's title of Beervana and the Willamette Valley's claim as an agricultural Eden from the mid-nineteenth century onward. But the story is fundamentally about how seemingly niche agricultural regions do not exist and have never existed independently of the flow of people, ideas, goods, and biology from other parts of the world. To define Hoptopia is to define the Willamette Valley's hop and beer industries as the culmination of all of this local and global history. With the hop itself as a central character, this book aims to connect twenty-first century consumers to agricultural lands and histories that have been forgotten in an era of industrial food production"--Provided by publisher.

Beer Money

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 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 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.

Desloge Chronicles - A Tale of Two Continents - An Amazing Family's Journey - Volume One

Every era has its merger; every era has its story. For the New Media age it was an even bigger disaster: the AOL-Time Warner deal. At the time AOL and Time Warner were considered a matchless combination of old media content and new media distribution. But very soon after the deal was announced things started to go bad—and then from bad to worse. Less than four years after the deal was announced, every significant figure in the deal -save the politically astute Richard Parsons—has

left the company, along with scores of others. Nearly a $100 billion was written off and a stock that once traded at $100 now trades near $10. What happened? Where did it all go wrong? In this deeply sourced and deftly written book, Nina Munk gives us a window into the minds of two of the oddest men to ever run billion-dollar empires. Steve Case, the boy wonder who built AOL one free floppy disk at a time, was searching for a way out of the New Economy. Meanwhile Jerry Levin, who'd made his reputation as a visionary when he put HBO on satellite distribution, was searching for a monumental deal. These two men, more interested in their place in history than their personal fortunes, each thought they were out-smarting the other.

Hoptopia

This New York Times bestselling book is filled with hundreds of fun, deceptively simple, budget-friendly ideas for sprucing up your home. With two home renovations under their (tool) belts and millions of hits per month on their blog YoungHouseLove.com, Sherry and John Petersik are home-improvement enthusiasts primed to pass on a slew of projects, tricks, and techniques to do-it-yourselfers of all levels. Packed with 243 tips and ideas—both classic and unexpected—and more than 400 photographs and illustrations, this is a book that readers will return to again and again for the creative projects and easy-to-follow instructions in the relatable voice the Petersiks are known for. Learn to trick out a thrift-store mirror, spice up plain old roller shades, "hack" your Ikea table to create three distinct looks, and so much more.

The Heineken Story

An expert on ethical leadership analyzes the complicated history of business people who tried to marry the pursuit of profits with virtuous organizational practices—from British industrialist Robert Owen to American retailer John Cash Penney and jeans maker Levi Strauss to such modern-day entrepreneurs Anita Roddick and Tom Chappell. Today’s business leaders are increasingly pressured by citizens, consumers, and government officials to address urgent social and environmental issues. Although some corporate executives remain deaf to such calls, over the last two centuries, a handful of business leaders in America and Britain have attempted to create business organizations that were both profitable and socially responsible. In The Enlightened Capitalists, James O’Toole tells the largely forgotten stories of men and women who adopted forward-thinking business practices designed to serve the needs of their employees, customers, communities, and the natural environment. They wanted to prove that executives didn’t have to make trade-offs between profit and virtue. Combining a wealth of research and vivid storytelling, O’Toole brings life to historical figures like William Lever, the inventor of bar soap who created the most profitable company in Britain and used his money to greatly improve the lives of his workers and their families. Eventually, he lost control of the company to creditors who promptly terminated the enlightened practices he had initiated—the fate of many idealistic capitalists. As a new generation attempts to address social problems through enlightened organizational leadership, O’Toole explores a major question being posed today in Britain and America: Are virtuous corporate practices compatible with shareholder capitalism?

Fools Rush In

2020 SABR Baseball Research Award In the mid-nineteenth century, two industries arrived on the American scene. One was strictly a business, yet it helped create, define, and disseminate American culture. The other was ostensibly just a game, yet it soon became emblematic of what it meant to be American, aiding in the creation of a national identity. Today, whenever the AT&T call to the bullpen is heard, fans enter Minute Maid Park, or vote for favorite All-Stars (brought to us by MasterCard), we are reminded that advertising has become inseparable from the MLB experience. Here’s the Pitch examines this connection between baseball and advertising, as both constructors and reflectors of culture. Roberta J. Newman considers the simultaneous development of both industries from the birth of the partnership, paying particular attention to the ways in which advertising spread the gospel of baseball at the same time professional baseball helped develop a body of consumers ready for the messages of advertising. Newman considers the role of product endorsements in the creation of the culture of celebrity, and of celebrity baseball players in particular, as well as the ways in which new technologies have impacted the intersection of the two industries. From Ty Cobb to Babe Ruth in the 1920s and 1930s to Mickey Mantle, Yogi Berra, and Willie Mays in the postwar years, to Derek Jeter, Rafael Palmeiro, and David Ortiz in the twenty-first century, Newman looks at many of baseball’s celebrated players and shows what qualities made them the perfect pitchmen for new products at

key moments. Here’s the Pitch tells the story of the development of American and an increasingly international culture through the marriage between Mad Men and The Boys of Summer that made for great copy, notable TV advertisements, and lively social media, and shows how baseball’s relationship with advertising is stronger than ever.

Young House Love

As enlightening as The Facebook Effect, Elon Musk, and Chaos Monkeys—the compelling, behind-the-scenes story of the creation of one of the most essential applications ever devised, and the rag-tag team that built it and changed how we navigate the world Never Lost Again chronicles the evolution of mapping technology—the "overnight success twenty years in the making." Bill Kilday takes us behind the scenes of the tech’s development, and introduces to the team that gave us not only Google Maps but Google Earth, and most recently, Pokémon GO. He takes us back to the beginning to Keyhole—a cash-strapped startup mapping company started by a small-town Texas boy named John Hanke, that nearly folded when the tech bubble burst. While a contract with the CIA kept them afloat, the company’s big break came with the first invasion of Iraq; CNN used their technology to cover the war and made it famous. Then Google came on the scene, buying the company and relaunching the software as Google Maps and Google Earth. Eventually, Hanke’s original company was spun back out of Google, and is now responsible for Pokémon GO and the upcoming Harry Potter: Wizards Unite. Kilday, the marketing director for Keyhole and Google Maps, was there from the earliest days, and offers a personal look behind the scenes at the tech and the minds developing it. But this book isn’t only a look back at the past; it is also a glimpse of what’s to come. Kilday reveals how emerging map-based technologies including virtual reality and driverless cars are going to upend our lives once again. Never Lost Again shows us how our worldview changed dramatically as a result of vision, imagination, and implementation. It’s a crazy story. And it all started with a really good map.

The Enlightened Capitalists

Lefty and Tim is the dual biography of Hall of Fame pitcher Steve "Lefty" Carlton and catcher Tim McCarver, detailing their relationship from 1965, when they played with the St. Louis Cardinals, through 1980, when they played for the Philadelphia Phillies. Along the way McCarver became Carlton's personal catcher, and together they became the best battery in baseball in the mid-to-late 1970s. At first glance Carlton and McCarver appear like an odd couple: McCarver was old school, Carlton new age. At the beginning of his career, McCarver believed that the catcher called the pitches, encouraged the pitcher when necessary, and schooled the pitcher when he deviated from the game plan. But Lefty, who pioneered the use of meditation and martial arts in baseball, was stubborn too. He wanted to control pitch selection. Over time, Carlton and McCarver developed a strong bond off the diamond that allowed them to understand and trust each other. In the process, Steve Carlton became one of the greatest left-handers in the history of Major League Baseball, an achievement that would not have been possible without Tim McCarver as his catcher. Not only did McCarver mentor Carlton as a young hurler with the Cardinals, but he helped resurrect Carlton's career when they were reunited in Philadelphia midseason in 1975. Carlton won his second Cy Young Award with McCarver behind the plate in 1977. Told in the historical context of the time they played the game, Lefty and Tim recounts the pair's time in the tumultuous sixties, with the racial integration of the St. Louis Cardinals and the dominance of pitching, and in the turbulent seventies, characterized by MLB's labor tensions, the arrival of free agency, and the return of the lively ball that followed the lowering of the pitcher's mound in 1969.

Here's the Pitch

Cardinal Dreams revitalizes the legacy of Charlie Peete, a key figure in integrating the minor leagues with the breakout potential to be the first established Black position player for the St. Louis Cardinals. Peete changed the world for the better and left a lasting impact on baseball before his tragic death at just 27 years old.

Never Lost Again

In his much-anticipated memoir, The Company I Keep: My Life in Beauty, Chairman Emeritus and former CEO of The Estée Lauder Companies Leonard A. Lauder shares the business and life lessons he learned as well as the adventures he had while helping transform the mom-and-pop business his mother founded in 1946 in the family kitchen into the beloved brand and ultimately into the iconic global prestige beauty company it is today. In its infancy in the 1940s and 50s, the company

comprised a handful of products, sold under a single brand in just a few prestigious department stores across the United States. Today, The Estée Lauder Companies constitutes one of the world's leading manufacturers and marketers of prestige skin care, makeup, fragrance and hair care products. It comprises more than 25 brands, whose products are sold in over 150 countries and territories. This growth and success was led by Leonard A. Lauder, Estée Lauder's oldest son, who envisioned and effected this expansion during a remarkable 60-year tenure, including leading the company as CEO and Chairman. In this captivating personal account complete with great stories as only he can tell them, Mr. Lauder, now known as The Estée Lauder Companies' "Chief Teaching Officer," reflects on his childhood, growing up during the Great Depression, the vibrant decades of the post-World War II boom, and his work growing the company into the beauty powerhouse it is today. Mr. Lauder pays loving tribute to his mother Estée Lauder, its eponymous founder, and to the employees of the company, both past and present, while sharing inside stories about the company, including tales of cutthroat rivalry with Charles Revson of Revlon and others. The book offers keen insights on honing ambition, leveraging success, learning from mistakes, and growing an international company in an age of economic turbulence, uncertainty, and fierce competition.

Lefty and Tim

In the tradition of The Perfect Storm and Into Thin Air, Rachel Slade's Into the Raging Sea is a nail-biting account of the sinking of the container ship El Faro, the crew of thirty-three who perished onboard, and the destructive forces of globalisation that put the ship in harm's way.

Cardinal Dreams

Harry Caray is one of the most famous and beloved sports broadcasters of all time, with a career that lasted over 50 years. This book is the first full-length biography of Caray since his death in 1998, featuring new information on his life and interviews with over 25 people who knew and worked with this broadcasting legend.

The Company I Keep

For the past thirty years, Steve Miller has done the messy, unpleasant work of salvaging America's lost companies with such success that the Wall Street Journal has dubbed him "U.S. Industry's Mr. Fix It." From his very first crisis assignment as point man for Lee Iaccoca's rescue team at Chrysler, Miller built an international reputation while fixing major problems in such varied industries as steel, construction, and health care. Most recently, as chairman and CEO of the bankrupt automotive parts manufacturer Delphi Corporation, he has confronted head-on the major issues threatening the survival of Detroit's Big Three. A battle is being fought in the heart of industrial America—or what is left of it—Miller observes. In the auto industry as well as every manufacturing corporation, management and labor are at loggerheads over wages and the skyrocketing costs of employee benefits. The way out of this battle is often painful and Miller is deeply aware of the high price individual workers and many communities have had to pay as a result. In this frank and unsparing memoir, Miller reveals a rarely seen side of American management. Miller recounts the inside story of the many turnaround jobs that have led to his renown as Mr. Fix It. But he also paints an intimate picture of his relationship with Maggie Miller, his wife of forty years, with whom Miller shares the credit for his success. Described by Miller as "my mentor and tormentor," Maggie served as his most trusted adviser and kept him focused on what truly matters until her death from brain cancer in 2006. A deeply moving personal story and timely snapshot of the state of American manufacturing and what it will take to restore it to profitability, The Turnaround Kid is Steve Miller's fascinating look at his education as an American executive.

Into the Raging Sea: Thirty-three mariners, one megastorm and the sinking of El Faro

In the annals of consumer crazes, nothing compares to Beanie Babies. With no advertising or big-box distribution, creator Ty Warner - an eccentric college dropout - become a billionaire in just three years. And it was all thanks to collectors. The end of the craze was just as swift and extremely devastating, with "rare" Beanie Babies deemed worthless as quickly as they'd once been deemed priceless. Bissonnette draws on hundreds of interviews (including a visit to a man who lives with his 40,000 Ty products and an in-prison interview with a guy who killed a coworker over a Beanie Baby debt) for the first book on the most extraordinary craze of the 1990s.

The Legendary Harry Caray

Of all the companies affected by the attacks of 11 September, none was more devastated than Cantor Fitzgerald, the financial services conglomerate, who lost 658 people. CEO Howard Lutnick survived only because he had taken his son to school that day. His brother and best friend were not so lucky. his firm, and how he was able to rebuild the company as a tribute to those who died. Astonishingly, some rival companies tried to put them out of business, while others nearly killed them with kindness, offering Cantor Fitzgerald work that there was no one left to do. In the end, the company survived because all who worked there knew that it was the best way they could help their lost friends and colleagues.

The Turnaround Kid

In this candid memoir, A. Alfred Taubman explains how a dyslexic Jewish kid from Detroit grew up to be a billionaire retailing pioneer, an intimate of European aristocrats and Palm Beach socialites, a respected philanthropist and, at age 78, a federal prisoner. With a unique blend of humor and genius, Taubman shows how selling fine art and antiques really isn't that different from marketing root beer or football, and offers penetrating insights into that quintessential palace of commerce, the luxury shopping mall. Alfred Taubman may not have invented the modern shopping center but, in the words of The New Yorker, "he perfected it." Taubman's life has been a storybook success, with its share of unique challenges. A pioneer builder and innovative real estate developer, he was also a brilliant land speculator, operator of a quick-serve restaurant chain, and owner of a major department store company. But what seemed like the pinnacle of his career, buying and reinventing the venerable art auction house Sotheby's, would lead to his conviction in an international price fixing scandal. Despite the twists and turns, Taubman's life and business philosophy can be summed up in one evocative phrase: Threshold Resistance. Understanding and defeating that force—breaking down the barriers between art and commerce, between shoppers and merchandise, between high culture and popular taste—has been his life's work.

The Great Beanie Baby Bubble

“Amazing….Explores human courage under the most trying circumstances.” —New York Post “An inspirational story about business, medical science, and one father’s refusal to give up hope.” —Boston Globe The book that inspired the movie, Extraordinary Measures, starring Harrison Ford, Brendan Fraser, and Keri Russell, The Cure by Pulitzer Prize-winning journalist Geeta Anand is the remarkable true story of one father’s determination to find a cure for his terminally sick children even if it meant he had to build a business from scratch to do so. At once a riveting story of the birth of an enterprise—ala Tracy Kidder’s The Soul of a New Machine—and a inspiring tale of the indomitable human spirit in the vein of Erin Brockovich and A Civil Action, The Cure is a testament to ingenuity, unflagging will, and unconquerable love.

On Top of the World

When Caroline Wimbley Levine returned to Tall Pines Plantation, she never expected to make peace with long-buried truths about herself and her family. The Queen of Tall Pines, her late mother, was a force of nature, but now she is gone, leaving Caroline and the rest of the family uncertain of who will take her place. In the lush South Carolina countryside, old hurts, betrayals, and dark secrets will surface, and a new generation will rise along the banks of the mighty Edisto River.

Threshold Resistance

"Sneaker Wars" presents the fascinating story of the enemy brothers behind two leading sports brands, Adidas and Puma, whose rivalry shaped the modern sports business.

The Cure

For ninety-five years, St. Louis residents counted on Famous-Barr to buy the things they used every day and to celebrate the moments that happened only once a year. Customers might bump into Sophia Loren while shoe shopping or confide in Santa Claus during a visit to Toyland. May Company purchased the Famous Clothing Company in 1892 and acquired the William Barr Dry Goods Company nineteen years later. In 1914, Famous-Barr opened the doors of its iconic downtown location, treating folks across Missouri and Illinois to almost a century of spectacular window displays and legendary luncheons.

Lowcountry Summer

In 1934, eleven-year-old Shimon Peres emigrated to the land of Israel from his native Poland, leaving behind an extended family who would later be murdered in the Holocaust. Few back then would have predicted that this young man would eventually become one of the towering figures of the twentieth century. Peres would indeed go on to serve the new state as prime minister, president, foreign minister, and the head of several other ministries. In this, his final work, finished only weeks before his passing, Peres offers a long-awaited examination of the crucial turning-points in Israeli history through the prism of having been a decision-maker and eyewitness. Told with the frankness of someone aware this would likely be his final statement, No Room for Small Dreams spans decades and events, examining pivotal moments in Israel's rise. Peres explores what makes for a great leader, how to make hard choices in a climate of uncertainty and distress, the challenges of balancing principles with policies, and the liberating nature of imagination and unpredicted innovation. In doing so, he not only charts a better path forward for his beloved country but provides deep and universal wisdom for younger generations who seek to lead - be it in politics, business or the broader service of making our planet a safer, more peaceful and just place.

Sneaker Wars

'The book to read' GQ 'A revelatory book' John Lewis-Stempel While the laws that guide our lives are written by the politicians we elect, much of the world around us - from the food we eat to the products we buy to the medications we take - is shaped by private negotiations and business deals few of us know about. For twenty years, Peretti has interviewed the people behind the decisions that have altered our world, from CEOs of multinational corporations to politicians, economists, and scientists. In The Deals that Made the World, Peretti draws on his vast knowledge to reveal a host of fascinating and startling connections, from how Wall Street's actions on food commodities helped spark the Arab Spring to the link between the AIDS epidemic in 1980s San Francisco and the subprime mortgage crisis of 2008. He proves a sure guide, combining both eye-opening on-the-ground reporting and a narrative flair that makes esoteric financial and business concepts clear and understandable. Like Steven Levitt, Nassim Nicholas Taleb, Brad Stone, Michael Lewis, and Malcolm Gladwell, Peretti takes the ordinary and turns it inside out to give us a compelling new perspective on our lives and our world.

Famous Barr

No Room for Small Dreams