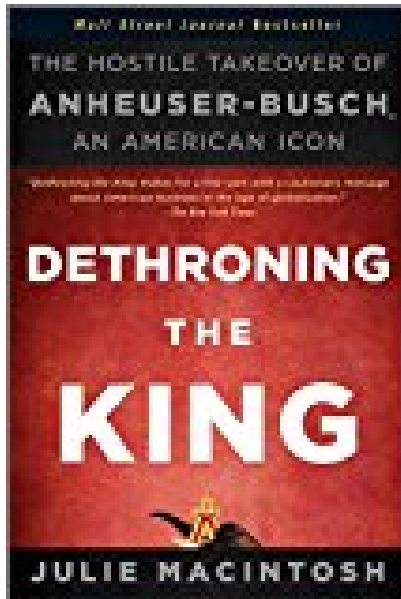


Dethroning the King The Hostile Takeover of Anheuser-Busch an American Icon



BOOK DETAILS

- Author : Julie MacIntosh
- Pages : 416 Pages
- Publisher : Wiley
- Language : English
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BOOK SYNOPSIS

How the King of Beers collapsed without a fight and what it means for Americas place in the post-Recession world How did InBev, a Belgian company controlled by Brazilians, take over one of Americas 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 companys fall mirrors Americas 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 InBevs clutches, but infighting and dysfunctionality behind the scenes forced it to capitulate From Americas heartland to the European continent to Brazil, *Dethroning the King* is the ultimate corporate caper and a fascinating case study thats both wide reaching and profound.

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