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Julie MacIntosh, author
of \"Dethroning the
King\" Hostile takeovers
explained The Iliad -

Book I - Homer
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Animated History of

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Dethroning The King

The Hostile

In Dethroning the King,

the award-winning

financial journalist who

led coverage of the

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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
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questions are being
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easily captured by a
foreign corporation, and
whether the company's
fall mirrors America's
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Dethroning The King is
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scenes book on the
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Inbev of Anheuser-

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King. The author explains how the reluctance of August Busch the 3rd to expand globally hurt the company and the need to be in total control was too much for August Busch the 4th to overcome once he became in charge.

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too much for August

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King The 4th to
overcome once he
became in charge.

Takeover Of
By Julie MacIntosh:

Anheuser-Busch
Dethroning the King:
The Hostile ...

'Dethroning the King'
was a good and easy
read on the fall of
Anheuser-Busch and the
rise of InBev. The read
provides sharp lessons,
and a business reader

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will easily grab the
necessity to create,
expand, risk, and grow
within a harsh and
competitive
marketplace.

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Amazon.com:

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Dethroning the King:
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...
(Stltoday.com)

"Dethroning the King is a brutally detailed look at the hostile takeover of Anheuser-Busch, the legendary icon that at one time was the epitome of American business success. It is a story that may well go down in American

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business history as one
of the defining moments
of this era.

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Anheuser-Busch, an
American Icon by Julie
Macintosh. News,

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author interviews,
critics' picks and more.
Dethroning ...

Dethroning the King:

NPR

In her new book,

"Dethroning the King:

The Hostile Takeover of

Anheuser-Busch, an

American Icon" the

award-winning

journalist tells the story

of how this famed

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(Paperback) Published
November 8th 2011 by
Wiley Paperback, 386
pages

Editions of Dethroning
Page 26/61

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the King: The Hostile
Takeover of ...

To help us grasp the
significance of mating
this corporate odd
couple, Ms. MacIntosh
spends roughly the first
third of "Dethroning the
King" introducing the
reader to the Busch clan,
a family so ...

Book Review:

Dethroning the King -

Page 27/61

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WSJ
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

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only to the Great
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Takeover Of
Anheuserbusch
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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,

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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

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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.

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business history Reveals
the critical missteps
taken by the Busch
family and the Anheuser-
Busch board Argues that
Anheuser-Busch had a
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from InBev's clutches,
but infighting and
dysfunctionality behind
the scenes forced it to
capitulate From
America's heartland to
the European continent

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King To Brazil, Dethroning
the King is the ultimate
corporate caper and a
fascinating case study
that's both wide
reaching and profound.

How the King of Beers
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America's place in the
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controlled by Brazilians,
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Chalk it up to perfect
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In Dethroning the King,

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

Praise for
DETHRONING THE
KING "Julie MacIntosh
has given us not just an
anatomy of a deal, but
an anatomy of a

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company, a community,
and a family. From
cover to cover, it is a
compelling story bound
to be acclaimed as the
business book of the
year." □MARTIN

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Partner of Wachtell,
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"This book is not just a
terrific read about the
decline of a storied
American company. It is

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also an acute analysis that conveys important lessons about the ills of American business in general." [BRUCE

GREENWALD, Robert Heilbrunn Professor of Finance and Asset Management, Columbia Business School

"Dethroning the King is hard to put down—it's a must read. Julie

MacIntosh vividly

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captures the many twists
and turns of this
company's long history
and the fascinating
people who shaped its
development."

□NELSON PELTZ,
CEO and Founding
Partner, Trian Fund
Management, L.P. "In
this powerful story,
Julie MacIntosh does a
great job of giving life
to an epoch corporate

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King and the story of a
legendary family. The
parallels with today's
ongoing corporate
conflicts are many. The
tale is fascinating and
remains relevant."

□ ROBERT F.
GREENHILL, Founder
and Chairman, Greenhill
& Co., Inc.

Uncovers the
opportunism, unbridled

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King, The
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□ Bitter Brew deftly chronicles the contentious succession of kings in a uniquely American dynasty. You'll never crack open a six again without

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King The
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

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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.

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As well as offering an engaging and insightful account of a forty-year career spent in the upper echelons of the diplomatic and political worlds (and which included four years in pre-revolutionary Iran in addition to his fourteen years in Turkey, France and the USA), They Call It Diplomacy sets

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King to explain what diplomats actually do; mounts a vigorous defence of the continuing relevance of the diplomat in an age of instant communication, social media and special envoys; and details what Westmacott sees as some of the successes of recent British diplomacy. A

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committed
Internationalist,
Westmacott offers
trenchantly Europhile
views on the Brexit
referendum and its
aftermath, and voices
his concerns about
Britain's ability to
continue to bring its
influence to bear on the
wider world now that it
has left the European
Union.

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The inside story of one of the world's most powerful financial Institutions Now with a new foreword and final chapter, *The Partnership* chronicles the most important periods in Goldman Sachs's history and the individuals who built one of the world's largest investment

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banks. Charles D. Ellis,
who worked as a
strategy consultant to
Goldman Sachs for
more than thirty years,
reveals the secrets
behind the firm's
continued success
through many life-
threatening changes.
Disgraced and nearly
destroyed in 1929,
Goldman Sachs limped
along as a break-even

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King Through the
Depression and WWII.
Hostile
Takeover Of
An American
Icon
But with only one
special service and one
improbable banker, it
began the stage-by-stage
rise that took the firm to
global leadership, even
in the face of the world-
wide credit crisis.

Goose Island opened as
a family-owned Chicago
brewpub in the late

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King The
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

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King, 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

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King The 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,

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King
The
and from among the
outrage rises a question
that Noel addresses
through personal
anecdotes from industry
leaders: how should a
brewery grow?

Documents the story of
maverick
pharmaceutical
company Vertex and a
small team of
entrepreneurial

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scientists who after
dissociating themselves
from Merck endeavored
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This book offers a
considered voice on the
advertising chaos that

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colours our rapidly
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environment in a world
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of fake news, fast facts
An House of
and seriously depleted
attention stamina.
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Rather than simply
Icon
herald disruption, Karen
Nelson-Field starts an
intelligent conversation
on what it will take for
businesses to win in an
attention economy, the
advertising myths we

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King To Leave behind
and the scientific
evidence we can use to
navigate a complex
advertising and media
ecosystem. This book
makes sense of
viewability standards,
coverage and clutter; it
talks about the real
quality behind a qCPM
and takes a deep dive
into the relationship
between attention and

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sales. It explains the stark reality of human attention processing in advertising. Readers will learn how to maximise a viewer's divided attention by leveraging specific media attributes and using attention-grabbing creative triggers. Nelson-Field asks you to pay attention to a disrupted advertising future

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without panic, but rather
with a keen eye on the
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can learn to control.
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