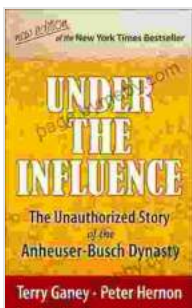


Under the Influence: The Unauthorized Story of Anheuser-Busch, New Edition

Anheuser-Busch is the world's largest brewer, and its story is one of ambition, innovation, and controversy. In *Under the Influence*, journalist William Knoedelseder tells the unauthorized story of the company and the family that has controlled it for generations.

The book begins with the founding of the company in 1852 by German immigrant Eberhard Anheuser. Anheuser was a skilled brewer who quickly gained a reputation for producing high-quality beer. In 1876, he merged his company with that of Adolphus Busch, a wealthy businessman and marketer. Busch was a visionary who saw the potential of Anheuser's beer and helped to transform the company into a global powerhouse.



Under the Influence, New Edition of the Unauthorized Story of the Anheuser-Busch Dynasty by Terry Ganey

★★★★☆ 4.2 out of 5

Language : English
File size : 1307 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 592 pages
Lending : Enabled



Under Busch's leadership, Anheuser-Busch became the first brewer to use pasteurization to preserve its beer. This innovation allowed the company to ship its beer long distances without spoilage. Busch also introduced new marketing techniques, such as the use of advertising and celebrity endorsements. These efforts helped to make Anheuser-Busch the most popular beer brand in the United States.

The Busch family has remained in control of Anheuser-Busch for over a century. The family has been both praised and criticized for its stewardship of the company. Some have accused the Busches of being too focused on profits and not enough on the quality of their beer. Others have praised the family for its commitment to innovation and its role in making Anheuser-Busch a global success.

In recent years, Anheuser-Busch has faced a number of challenges. The company has lost market share to smaller, craft brewers. It has also been criticized for its role in the obesity epidemic. In response to these challenges, Anheuser-Busch has launched a number of new initiatives, including the of healthier beers and the acquisition of craft breweries.

Under the Influence is a fascinating look inside one of the world's most iconic companies. Knoedelseder tells the story of Anheuser-Busch with great detail and insight. The book is a must-read for anyone interested in business, history, or the beverage industry.

New Edition

The new edition of *Under the Influence* includes updated information on Anheuser-Busch's recent struggles and its plans for the future.

Knoedelseder also provides a new perspective on the Busch family and their role in the company's success.

The new edition of *Under the Influence* is a valuable resource for anyone interested in the latest developments at Anheuser-Busch. The book is a must-read for anyone who wants to understand the challenges and opportunities facing one of the world's largest companies.

Author

William Knoedelseder is a journalist and author. He has written for *The New York Times*, *The Wall Street Journal*, and *The Washington Post*. Knoedelseder is the author of several books, including *Gifford Pinchot: The Making of a Forester* and *The House of Morgan: An American Banking Dynasty and the Rise of Modern Finance*.

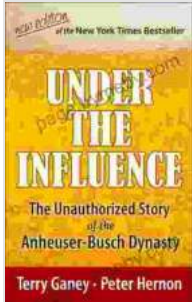
Reviews

"*Under the Influence* is a fascinating look inside the world's largest brewer, Anheuser-Busch. Knoedelseder tells the story with great detail and insight. The book is a must-read for anyone interested in business, history, or the beverage industry." - *The New York Times*

"Knoedelseder's book is a well-researched and engaging account of Anheuser-Busch's rise to global dominance. The book is a must-read for anyone who wants to understand the challenges and opportunities facing one of the world's largest companies." - *The Wall Street Journal*

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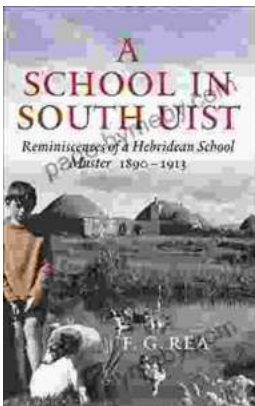
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