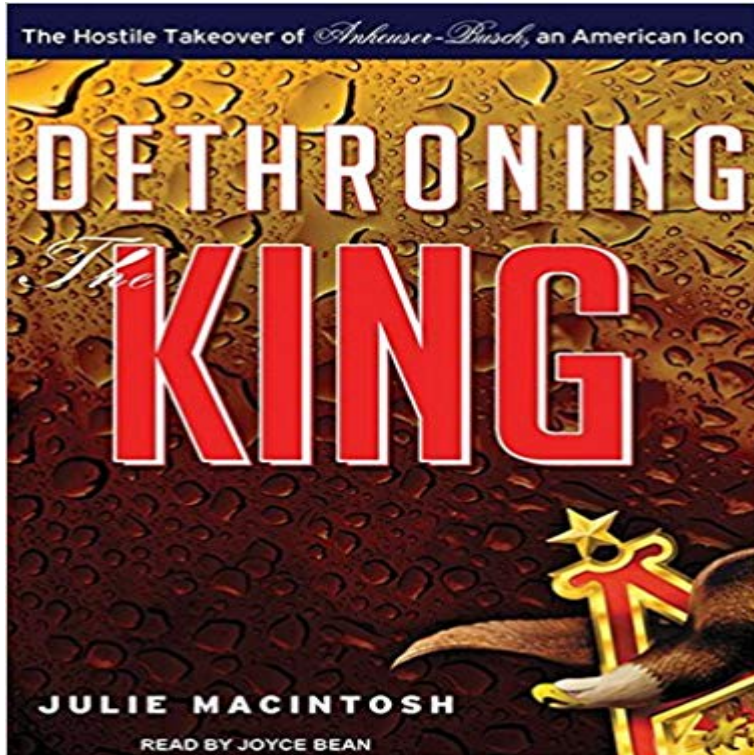


Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon



How did InBev, a Belgian company controlled by Brazilians, take over one of America's most beloved brands after barely a whimper of a fight? 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, an 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. In *Dethroning the King*, MacIntosh:

- 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 strong forces behind the scenes forced it to capitulate

From the very heart of 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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The Busch family **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an** Oct 16, 2010 MANY Americans barely noticed two years ago when InBev of Belgium the King: The Hostile Takeover of Anheuser-Busch, an American Icon (Wiley, \$27.95). . Even so, **Dethroning the King** makes for a fine yarn with a **Dethroning The King: How Bud Got Bought Out : NPR** **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** : Julie MacIntosh: Libros en idiomas extranjeros. **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an** : **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** (Audible Audio Edition): Julie MacIntosh, Joyce Bean, Tantor Julie MacIntosh - **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** jetzt kaufen. 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Julie MacIntosh. ISBN: 978-0-470-59270-0. 408 pages. October 2010 **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an** Nov 4, 2010 Patrick Cooke reviews Julie MacIntoshs **Dethroning the King: The Hostile Takeover of Anheuser-Busch, An American Icon**. **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an** **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** [Julie MacIntosh] on . *FREE* shipping on qualifying offers. **Dethroning the King: The Hostile Takeover of Anheuser-Busch** **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** by Julie MacIntosh (2011-08-30) on . *FREE* shipping on **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an** Julie Macintosh - **Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon** jetzt kaufen. 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