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### **Dethroning the King: The Hostile Takeover of Anheuser ...**

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### **By Julie MacIntosh: Dethroning the King: The Hostile ...**

Dethroning the King NPR coverage of Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon by Julie Macintosh. News, author interviews, critics' picks and more.

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If ever an American company represented the land of milk and honey for corporate executives it was Anheuser-Busch, though perhaps the land of hops, rice and barley would be more apt.

## **Dethroning the King : NPR**

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.

## **“Dethroning the King” — The Inside Story of Anheuser-Busch**

Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon (Kindle Edition) Published September 21st 2011 by Wiley Kindle Edition, 409 pages Author(s): Julie MacIntosh. ASIN: B005UQLEJ0 Average rating: 4.18 (125 ratings) more ...

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

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Dethroning the King (Hardcover) The Hostile Takeover of Anheuser-Busch, an American Icon. By Julie Macintosh. Wiley, 9780470592700, 380pp. Publication Date: October 26, 2010 Other Editions of This Title:

## **For you Dethroning the King: The Hostile Takeover of ...**

Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon. Julie MacIntosh. ISBN: 978-1-118-15702-2. 416 pages. November 2011. Read an Excerpt . Description. 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 ...

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