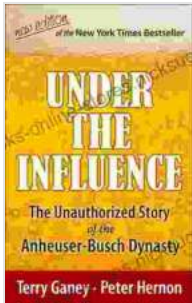


# Under the Influence: The Unauthorized Story of Anheuser-Busch



## 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



## By William Knoedelseder

Anheuser-Busch is the world's largest brewer, and its flagship product, Budweiser, is one of the most popular beers in the world. But the company's history is not without controversy. From its humble beginnings in the mid-19th century to its current status as a global conglomerate, Anheuser-Busch has been embroiled in a number of scandals and lawsuits.

In *Under the Influence*, William Knoedelseder tells the unauthorized story of Anheuser-Busch. Drawing on extensive research and interviews with former employees, Knoedelseder paints a vivid picture of the company's rise to power, its struggles with Prohibition, its role in the civil rights movement, and its recent battles with the craft beer industry.

Knoedelseder reveals that Anheuser-Busch has a long history of aggressive marketing tactics, including the use of sex and violence in its advertising. The company has also been accused of unfair labor practices and environmental damage.

Despite these controversies, Anheuser-Busch remains one of the most successful companies in the world. Knoedelseder argues that the company's success is due in part to its ability to adapt to changing consumer tastes and trends. Anheuser-Busch has also benefited from its close ties to the American political establishment.

*Under the Influence* is a fascinating and revealing look at one of America's most iconic companies. Knoedelseder's meticulously researched book is a must-read for anyone interested in the history of beer, business, or American culture.

## **The Early Years**

Anheuser-Busch was founded in 1852 by German immigrant Adolphus Busch. Busch was a skilled brewer who had learned his trade in his father's brewery in Germany. In 1857, Busch married Lilly Anheuser, the daughter of a wealthy St. Louis brewer. With Lilly's dowry, Busch was able to purchase a small brewery in St. Louis.

Busch quickly expanded the brewery and began to produce a high-quality beer that was popular with local consumers. In 1876, Busch introduced Budweiser, a light lager that would become the company's flagship product.

By the turn of the 20th century, Anheuser-Busch was the largest brewer in the United States. The company's success was due in part to its aggressive

marketing tactics, including the use of sex and violence in its advertising.

## **Prohibition**

Prohibition, which banned the sale of alcohol in the United States, was a major challenge for Anheuser-Busch. The company was forced to close its breweries and lay off thousands of workers.

However, Busch was determined to keep the company afloat. He invested in other businesses, including a glass company and a real estate company. He also began to produce non-alcoholic beverages, such as soda and ice cream.

When Prohibition was repealed in 1933, Anheuser-Busch was well-positioned to resume brewing beer. The company quickly regained its market share and went on to become the world's largest brewer.

## **The Civil Rights Movement**

Anheuser-Busch played a significant role in the civil rights movement. The company was one of the first major American corporations to desegregate its workforce and its marketing materials.

In 1964, Anheuser-Busch hired its first African-American sales representative, Jerome Barnett. Barnett went on to become a successful businessman and community leader. He also helped to break down racial barriers in the brewing industry.

## **The Craft Beer Revolution**

In the 1980s, the craft beer revolution began to take hold in the United States. Craft beers are typically made with higher-quality ingredients and

more complex flavors than mass-produced beers. The craft beer revolution posed a serious challenge to Anheuser-Busch.

Anheuser-Busch responded to the craft beer revolution by acquiring craft breweries and introducing its own line of craft beers. The company also began to invest in new technologies and marketing campaigns.

Despite the challenges posed by the craft beer revolution, Anheuser-Busch remains the world's largest brewer. The company has a strong brand portfolio and a global distribution network. Anheuser-Busch is well-positioned to continue to be a major player in the beer industry for many years to come.

## **Controversies**

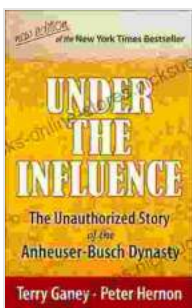
Anheuser-Busch has been involved in a number of controversies over the years. These controversies include:

- **Aggressive marketing tactics:** Anheuser-Busch has been accused of using sex and violence in its advertising to appeal to young consumers.
- **Unfair labor practices:** Anheuser-Busch has been accused of unfair labor practices, including the use of child labor and the suppression of union organizing.
- **Environmental damage:** Anheuser-Busch has been accused of environmental damage, including the pollution of waterways and the destruction of forests.

Despite these controversies, Anheuser-Busch remains one of the most successful companies in the world. The company's strong brand portfolio and global distribution network have allowed it to weather the storms of controversy.

Anheuser-Busch is a complex and fascinating company with a long and storied history. The company has been involved in a number of controversies over the years, but it has also made significant contributions to American culture. Anheuser-Busch is a major employer and a major taxpayer. The company's products are enjoyed by millions of people around the world.

Under the Influence is a fascinating and revealing look at one of America's most iconic companies. Knoedelseder's meticulously researched book is a must-read for anyone interested in the history of beer, business, or American culture.

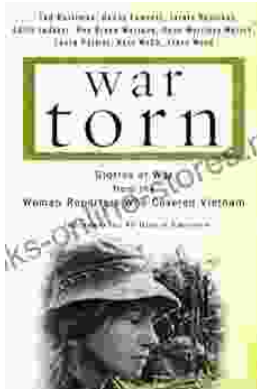


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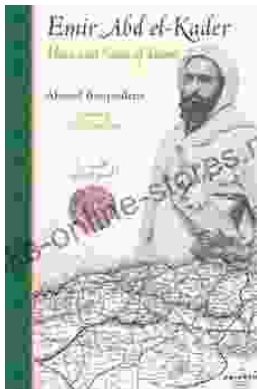
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