

[PDF] Emperors Of Chocolate: Inside The Secret World Of Hershey And Mars

Joel Glenn Brenner - pdf download free book

Books Details:

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Author: Joel Glenn Brenner

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Description:

The chocolate wars between industry giants Hershey and Mars are anything but sweet. In *The Emperors of Chocolate*, Joel Glenn Brenner reveals the bitter legal and marketing fights, palace intrigue, and personality clashes that dominate Hershey and Mars--and the candy industry as a whole. A talented writer and dogged researcher, Brenner concludes that after decades of competition between the two companies, the drama still is unfolding. Will Mars--privately held and publicity shy--be the ultimate winner with its global game plan? Or will it be Hershey--publicly traded and philanthropy-minded--with its aggressive strategy of growth by acquisition?

Brenner, a former *Washington Post* financial reporter, tells the stories of how Forrest Mars Sr. and

Milton S. Hershey turned their two companies from small mom-and-pop operations into international forces over the last century. While they may have started small, their products--Mars's Snickers and M&M's and Hershey's milk-chocolate bars and Kisses--are ubiquitous. Hershey was a benevolent philanthropist who spent hundreds of millions to create a town and orphanage to fulfill his altruistic dreams. Mars was a short-tempered perfectionist who yelled at anyone who failed to meet his standards. "What made Forrest's blood rush was the thrill of mastering new opportunities and taming uncharted worlds," the author writes. "Like Milton Hershey, he was driven by his visions; but where Milton Hershey saw utopia, Forrest Mars saw conquest." Nine years in the making, *The Emperors of Chocolate* is a satisfying read about the two titans of the chocolate world and how they capitalized on our love of sweets. --*Dan Ring* --This text refers to an out of print or unavailable edition of this title.

From Publishers Weekly Forrest Mars and Milton Hershey effortlessly hold center stage in this superb study of their competing candy companies. Although both men got rich on chocolate, Mars and Hershey are such markedly different characters that Brenner's book is a riot of dramatic contrasts. Mars is irascible, empire obsessed and insanely tightfisted (his three children never tasted a single M&M during their childhoods because he told them he couldn't spare any). Hershey was generous to a fault, a utopian dreamer who planned and built Hershey, Pa., as a home for his company and its workers. He founded an orphanage for disadvantaged children and, in 1918, almost 30 years before his death, donated his entire estate to the Hershey Trust for the benefit of the orphanage. To her credit, former Washington Post hand Brenner goes beyond these two titans and portrays the entire candy industry. Her prodigious research reveals how the personal style of each candy patriarch continues to influence the current structure and strategy of the company he led. By fully exploiting the many differences between the two companies (Mars is privately held and family-run; Hershey is a publicly held company administered by a management team responsible to the Hershey Trust), Brenner has produced a stellar work of corporate history. Photos. Agent, Flip Wrophy at Sterling Lord; author tour.

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