



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

Julie MacIntosh

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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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