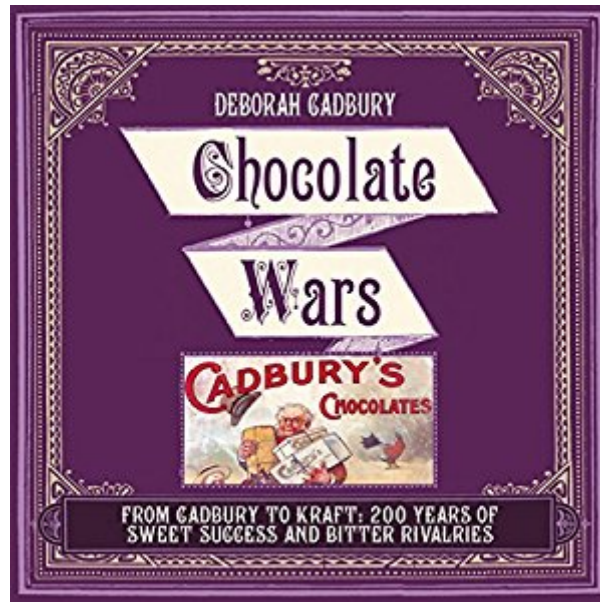


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# Chocolate Wars: The 150-Year Rivalry Between The World's Greatest Chocolate Makers



## Synopsis

With a cast of characters that wouldn't be out of place in a Victorian novel, *Chocolate Wars* tells the story of the great chocolatier dynasties, through the prism of the Cadburys. Chocolate was consumed unrefined and unprocessed as a rather bitter, fatty drink for the wealthy elite until the late 19th century, when the Swiss discovered a way to blend it with milk and unleashed a product that would conquer every market in the world. Thereafter, one of the great global business rivalries unfolded as each chocolate maker attempted to dominate its domestic market and innovate new recipes for chocolate that would set it apart from its rivals. The contest was full of dramatic contradictions: The Cadburys were austere Quakers who found themselves making millions from an indulgent product; Kitty Hershey could hardly have been more flamboyant yet her husband was moved by the Cadburys tradition of philanthropy. Each was a product of their unique time and place yet they shared one thing: they want to make the best chocolate in the world.

## Book Information

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## Customer Reviews

This is Deborah Cadbury of THE Cadbury family. She writes about Cadbury, Hershey, Nestle, and other companies and the development of chocolate as a food product. It begins with people wondering what to do with this bean to make money with it. It includes information about developing these products, finding the cocoa beans, growing the beans in new locales around the world, marketing to different cultures i.e. convincing people they need it and on and on and is fascinating. For me the most interesting part however, was about the business models used. I learned how a business can grow from that one individual businessman with decent morals, to an international

corporation willing to use slave labor for a buck. Is it grow or die or are their alternatives? My favorite quotation:"The problem with the way we have developed our system of shareholder capitalism is that the shareholder is being divorced from his role in ownership," explains Sir Dominic Cadbury, the last family chairman.Cadbury and a few other chocolate makers were practicing Quakers and wanted to use their business in service of their faith. Some of their guiding beliefs for business are:Keep your word.Do not go into debt or bankruptcy.Watch over other Quaker businesses and advise their owners when they appear to be in trouble or making poor or unethical decisions, and take influence from them yourself.As the Industrial Revolution built momentum, they were warned against paper credit and that warning was added to their written guidelines.

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