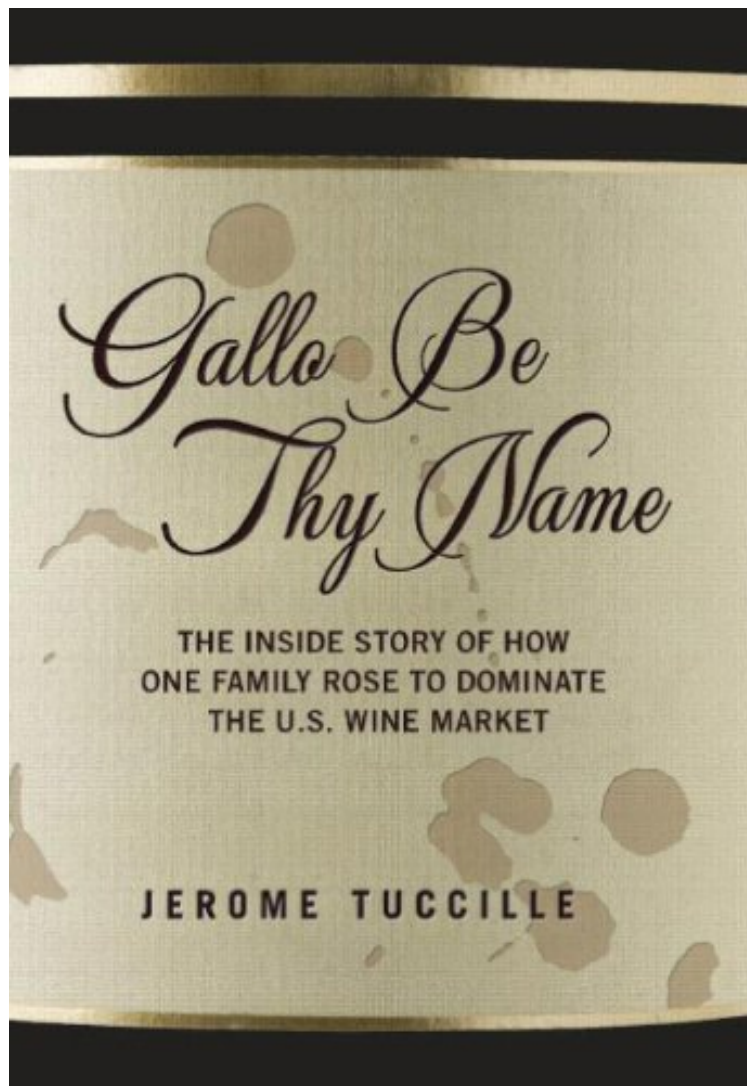


[Download pdf] Gallo Be Thy Name: The Inside Story of How One Family Rose to Dominate the U.S. Wine Market (English Edition)

Gallo Be Thy Name: The Inside Story of How One Family Rose to Dominate the U.S. Wine Market (English Edition)

Von Jerome Tuccille

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

Produktinformation Verffentlicht am: 2009-09-01Erscheinungsdatum: 2009-09-01File Name: B002PHMNU6 | File size: 40.Mb

Von Jerome Tuccille : Gallo Be Thy Name: The Inside Story of How One Family Rose to Dominate the U.S. Wine Market (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Gallo Be Thy Name: The Inside Story of How One Family Rose to Dominate the U.S. Wine Market (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.

Godfathers? No, Businessmen. Von James Gallen "Gallo Be Thy Name" tells the story of the family which came to be a major player in the world wine market. The book mostly presents the family stories of three generations of Gallos. It chronicles the development of the company from a small California provider to a large company whose products spread across the globe. During Prohibition, generally a difficult time for wineries, the Gallos prospered and expanded, largely by selling grapes, for cash, to the Capone operation in Chicago. Patriarch Mike Gallo liked to get his payments directly from Capone. With the repeal of Prohibition the Gallos went legit and continued to expand for decades. After the death of the founder, the growth of the winery continued under the leadership of his sons, Ernest and Julio, who would become the names associated with the business in the eyes of the nation. They would each take on duties of the business, Ernest for marketing and Julio for production. Throughout the years the business would prosper in the low cost, mass wine market, while aspiring to be recognized as contenders in the higher quality markets. Author Jerome Tuccille does a good job of telling a story of business success marred by personal tragedy, a family torn by lawsuits but resilient enough to achieve dizzying heights of success. Founder Mike, who was viewed as a tyrant by his sons, and his wife Susie were found dead in 1933, either by murder or murder-suicide. Their grandson would later commit suicide. Their son, Mike, Jr., would later be sued by his brothers, Ernest and Julio, over an alleged trademark infringement and would counter sue over his parents' estate. Ernest and Julio would prevail in litigation, at the cost of permanent estrangement from Mike. Despite his feelings of betrayal, Mike would achieve success as a cheese producer. This book does a good job of telling the story which, in some ways, sounds like "The Godfather" without being judgmental or turning it into a soap opera. He tells how the business was involved with the mob during prohibition and was often brushing with the law. As success followed, Ernest and Julio would buy political protection by their lavish campaign contributions. Although the family friction and squabbles would be unfortunate, the Gallos are not portrayed as a group of dysfunctional individuals, as is the case with some other prominent families. They come across as hardnosed business people who did what was necessary to succeed. The writing style is journalistic which, as good journalism will, holds your interest without arousing your emotions. I recommend this to anyone with an interest in family histories, the history of the wine industry or the history of California.

Kurzbeschreibung The Gallo family of California, notorious for selling plonk wine in gallon jugs just 30 years ago, now accounts for nearly one-third of the wine consumed in the United States, either under its own name or through labels it controls. For the first time, Jerome Tuccille reveals how this secretive family, which lost nearly everything during the Prohibition, ended up conquering the multibillion-dollar U.S. wine market. Kurzbeschreibung The Gallo family of California, notorious for selling plonk wine in gallon jugs just 30 years ago, now accounts for nearly one-third of the wine consumed in the United States, either under its own name or through labels it controls. For the first time, Jerome Tuccille reveals how this secretive family, which lost nearly everything during the Prohibition, ended up conquering the multibillion-dollar U.S. wine market.