

The Emperors Of Chocolate Inside The Secret World Of Hershey And Mars

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The Emperors Of Chocolate Inside

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 ...

The Emperors of Chocolate: Inside the Secret World of ...

In *The Emperors of Chocolate*, biographer Joël Glenn Brenner takes on the history of American's two largest chocolate making families, the Hersheys and the Marses. These are names we grew up with, stuffing Hershey Kisses or the famous Mars Snickers Bars in Crazy candy makers - Roald Dahl created the quintessential sweet-toothed loon in Willy Wonka of Charley and the Chocolate Factory.

The Emperors of Chocolate: Inside the Secret World of ...

ndy giants Milton Hershey and Forrest Mars built business empires out of one of the world's most magical, sought-after substances: chocolate. In *The Emperors of Chocolate*, Joël Glenn Brenner--the first person to ever gain access to the highly secretive companies of Hershey and Mars--spins a unique story that takes us inside a world as mysterious as Willy Wonka's Chocolate Factory.

The Emperors of Chocolate: Inside the Secret World of ...

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The Emperors of Chocolate: Inside the Secret World of ...

Americans even have different tastes in chocolate than much of the rest of the world, preferring Hershey's slightly sour milk chocolate to the more traditional European flavor. All of this means that there's something inherently interesting about Joel Glenn Brenner's *The Emperors of Chocolate: Inside the Secret World of Hershey and Mars*, an often entertaining but ultimately thin mix of ...

THE EMPERORS OF CHOCOLATE: Inside the Secret World of ...

The most lasting impression of *The Emperors of Chocolate* may be that the world of chocolate is nearly as magical, mysterious, and intriguing as the world that children imagine. Brenner's thorough look at the industry includes rare interviews and behind-the-scenes peeks at the history of big chocolate companies.

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Book review: The Emperors of Chocolate: Inside the Secret ...

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars by Brenner, Joël Glenn and a great selection of related books, art and collectibles available now at AbeBooks.com.

0679421904 - The Emperors of Chocolate: Inside the Secret ...

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars is a book by Joël Glenn Brenner published on December 22, 1998 by Random House, Inc.. The book chronicles the stories of the history of Mars, Incorporated and The Hershey Company .

The Emperors of Chocolate - Wikipedia

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The Emperors of Chocolate: Inside the Secret World of ...

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars is a delightful account of how candy came to be sold at every newsstand, checkout line, and convenience store in America ...

The Emperors of Chocolate Summary - eNotes.com

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The Emperors of Chocolate: Inside the Secret World of ...

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars Joel Glenn Brenner, Author Random House (NY) \$25.95 (366p) ISBN 978-0-679-42190-0 Buy this book

Nonfiction Book Review: The Emperors of Chocolate: Inside ...

The emperors of chocolate : inside the secret world of Hershey and Mars Joël Glenn Brenner. New York : Random House, ©1999. 1st ... Along the way, Brenner takes us inside a world as mysterious as Willy Wonka's Chocolate Factory where industrial spies jockey for inside information as paranoid executives fight an all-out war for America's sweet ...

The emperors of chocolate : inside the secret world of ...

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars Essay The companies I've chosen for my individual project are Hershey and Nestle. Both companies are large confectionery producers (one of them is not only a confectionery but also a food and nutrition producer as well).

The Emperors of Chocolate: Inside the Secret World of ...

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