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

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The Emperors of Chocolate: The Inside World of Hershey and ...
The Emperors Of Chocolate InsideThe 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 ...Corporate candy 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 ...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

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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 ...

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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 .

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The Emperors of Chocolate: Inside the Secret World of Hershey and Mars Essay The companies I've chosen for my individual

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