



Beer Blast: The Inside Story of the Brewing Industry's Bizarre Battles for Your Money

Philip Van Munching

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Brewing, a venerable American industry, once was dominated by family-owned firms serving a loyal clientele. In the late 1970s, however, the conglomerates got involved, and the beer wars erupted. In Beer Blast, a veteran of the beer wars (from the famous Van Munching clan, importers of Heineken) shares his wealth of colorful, often amazing stories about the personalities, battles, and follies of the beer biz.

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