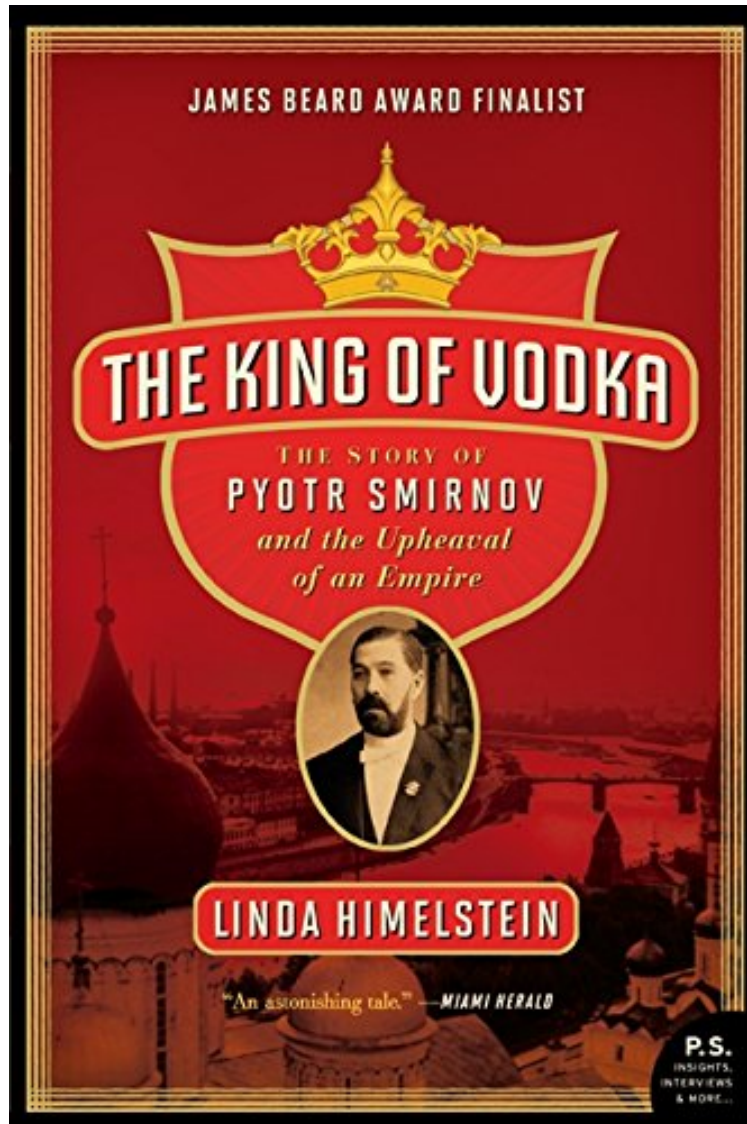


(Free and download) The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire (P.S.)

The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire (P.S.)

Linda Himmelstein

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#1436960 in Books Linda Himmelstein 2010-11-30 2010-11-30 Original language: English PDF # 1 9.00 x 1.12 x 6.001, 1.05 #File Name: 0060855916448 pages ISBN13: 9780060855918 Condition: New Notes: BRAND NEW FROM PUBLISHER! 100% Satisfaction Guarantee. Tracking provided on most orders. Buy with Confidence! Millions of books sold! | File size: 52.Mb

Linda Himmelstein : The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire (P.S.) before purchasing it in order to gage whether or not it would be worth my time, and all praised The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire (P.S.):

0 of 0 people found the following review helpful. Raise a toast to this author!By kristine madisonVery informative in the way it described Smirnov's rise from serfdom to great wealth, the impact of vodka on the Russian culture, and the political impact on the government. It's amazing and in our election year, somewhat scary to read about the total transformations of such a large country. It was certainly well researched. I strongly recommend this book to anyone who has an interest in politics, Russian history, or likes to drink vodka!0 of 0 people found the following review helpful. History of Vodka and it's formationBy PoopsiedearThis story of the Smirnov family is a riveting account of their family, Russia and how Vodka survived through the Russian Revolution through today.An interesting read takes you through history, the struggles Pyotr who started out as a peasant surf and gained honors in his Vodka industry to today's consumption and sales.The book flows like Vodka.If you like Russian history and the story of the inception of Vodka, I recommend this book0 of 0 people found the following review helpful. product endorsement were amazing. His imagination coupled with his knowledge of all ...By rouxWell written history of more than vodka, Few would think that 18th century Czarist Russia would be the birthplace of modern marketing. Smirnov's skills at marketing: product research/development, customer testing, advertising, product endorsement were amazing. His imagination coupled with his knowledge of all levels of social culture of potential consumers add depth richness to the story. A satisfying, enjoyable read.

ldquo;A operatic tour-de-force.rdqquo; mdash;Tilar J. Mazzeo, author of The Widow Clicquotldquo;An impressive feat of research, told swiftly and enthusiastically.rdqquo; mdash;San Francisco ChronicleFrom Vanderbilt and Rockefeller to Bill Gates and Steve Jobs, Americarsquo;s captains of industry are paragons of entrepreneurial success, and books about business history, from The First Tycoon to The Big Short, show exemplars of capitalistic cunning and tenacityhellip;but just as American cocktail connoisseurs can mistake Absolut, Skyy, Grey Goose, or Ketel One for the quintessential clear spirit, so too has Americarsquo;s vision of business history remained naiuml;ve to a truth long recognized in Eastern Europe: since the time of Tsar Nicholas, both vodka and commercial success have been synonymous in Russia with one namemdash;Smirnoff. Linda Himelsteinrsquo;s critically acclaimed biography of Russian vodka scion Pyotr Smirnovmdash;a finalist for the James Beard Award, winner of the IACP and Saroyan Awards, and a BusinessWeek Best Business Book of 2009mdash;is the sweeping story of entrepreneurship, empire, and epicurean triumph unlike anything the world has ever seen before.

From Publishers WeeklyJournalist Himelstein recaptures Russia's golden age through the eyes of the former serf-turned vodka entrepreneur, Pyotr Arsenievich Smirnov (1831ndash;1898). From his early days as a small-time liquor peddler to one of Russia's richest men, Smirnov was the nemesis of teetotaling Tolstoymdash;who blamed the country's late 19th-century woes on his countrymen's thirst for alcohol. As the first Russian brand architect and seller of high-quality, low-cost liquor, Smirnov makes for a fascinating subject in his trajectory and outsize ambition. He applied for the title of Purveyor to the Imperial Court, but the tsar's refusal, rather than deflating Smirnov's outsized ambition, emboldened it. It aroused something deep inside the man, a creative spark that transformed Smirnov from a competent businessman into one of the most ingenious marketers of his time. While the dozens of obstacles, including the closure of the Imperial Archives and a dearth of information about Smirnov's years of serfdom, might have deterred lesser researchers, Himelstein has triumphed with a timeless book that entertains, informs and inspires any would-be entrepreneur to chase his dreams. (May) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From BooklistHad Pyotr Smirnov (1831ndash;98) been literary-minded, he might have entitled a memoir Up from Serfdom. But he was all business, as recounted in this history of the famous vodka brand. Recalling the entrepreneurial milieu in which Smirnov distilled and marketed his way to success, Himelstein points to the Muscovite uncle in the vodka trade who provided her provincial protagonistrsquo;s toehold in the world of commerce. Smirnovrsquo;s acumen was liberated by the great reforms of Tsar Alexander II in the 1860s, two of which were fateful for Smirnov: the abolition of serfdom and a reform in the taxation of vodka. As she describes Smirnovrsquo;s innovations that induced customer loyalty, Himelstein highlights the ex-serfrsquo;s parallel striving for social respectability as, a generous philanthropist, he sought and received many tsarist honors. But alas for his capitalist fortune. What the second generation of Smirnovs didnrsquo;t squander, the Bolsheviks expropriated. Capping the saga with the legal survival of the Smirnov trademarks, Himelsteinrsquo;s storytelling success distills diligent research into something appealing to popular tastes for family and Russian history alike. --Gilbert Taylor One of ldquo;the yearrsquo;s best books.rdqquo; (BusinessWeek)ldquo;The book is an impressive feat of research, told swiftly and enthusiastically.rdqquo; (San Francisco Chronicle)ldquo;Himelstein brings thorough research and strong writing to bear on a fascinating subject.rdqquo; (BusinessWeek)ldquo;Himelstein makes Russian history and even current politics come alive.rdqquo; (USA Today)ldquo;Linda Himelstein has pulled off a remarkable storytelling feat.rdqquo; (Julia Flynn Siler, author of The House of Mondavi: The Rise and Fall of an American Wine Dynasty)ldquo;To follow the lives of members of the Smirnov family in this vivid account is to experience the flow of Russian history from the 1830s until the present. rdquo; (Professor Patricia Herlihy, Professor Emeritus, History, Brown University and author of The Alcoholic Empire)ldquo;The story of the Smirnov family is an operatic tour-de-

force, and Linda Himmelstein tells it with grace and passion." (Tilar J. Mazzeo, author of *The Widow Clicquot*)
"An astonishing tale..." (Miami Herald)