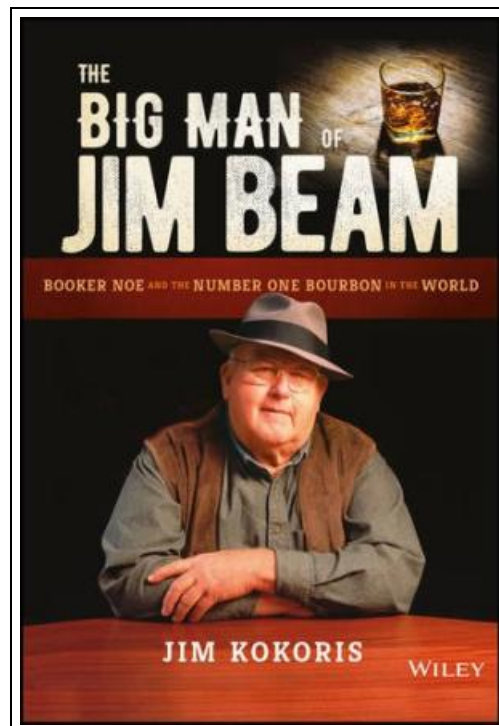


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John Wiley Sons Inc, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. Lessons on product, quality, innovation, and longevity from the First Family of Bourbon The Big Man of Jim Beam delves into the life and times of legendary distiller F. Booker Noe III, grandson of Jim Beam and father of the bourbon boom. A true American original who left his mark on everything he did and everyone he met, this charismatic, opinionated man turned the Jim Beam company into the world s largest bourbon distillery and secured his product s place in the cultural psyche. This book tells his story, from growing up in the First Family of Bourbon to becoming master distiller, offering insights and guidance for creating brands and products that stand the test of time. His commitment to innovation and quality earned him legendary status and tremendous business growth; the discussion keys in on some of his most prized creations, including one of the first super-premium bourbons on the market, and the small batch collection that laid the groundwork for bourbon s modern resurgence. Jim Beam is a distinctly American brand that has tapped into the collective consciousness and leveraged vision into growth. This book tells the story of the man behind the brand, and his approach to his work, his product, his company, and his people. * Read colorful stories about growing up as bourbon royalty * Trace Booker s journey from apprentice to world s largest bourbon distiller * Learn how innovation and a commitment to quality delivers product longevity * Gain deep, personal insight on creating a brand that becomes a legend Booker was the sixth generation of the Beam family to make bourbon, and he grew an empire. Driven by commitment, vision, and a singular sort of ambition,...



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