

Download The Emperors Of Chocolate Inside Secret World Hershey And Mars Joel Glenn Brenner

Amazon.de. 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. 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. 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. 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 business and cultural history.