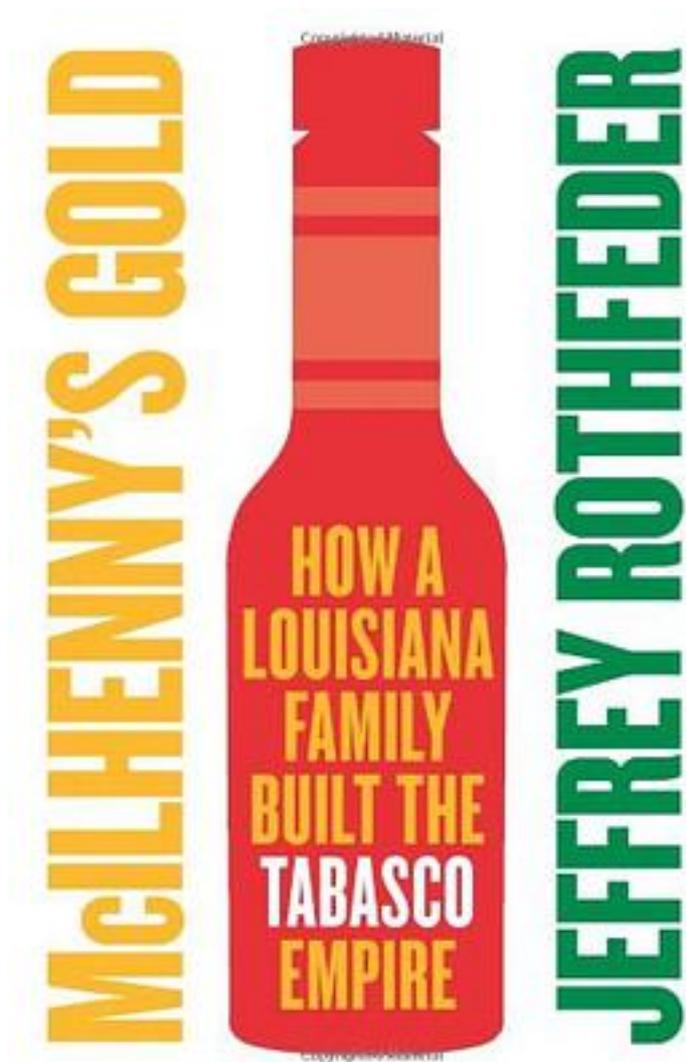


# McIlhenny's Gold



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In this fascinating history, Jeffrey Rothfeder tells how, from a simple idea-the outgrowth of a handful of peppers planted on an isolated island on the Gulf of Mexico - a secretive family business emerged that would produce one of the best-known products in the world. In short order, McIlhenny's descendants would turn Tabasco into a gold mine and an icon of pop culture, making it as recognisable as far bigger brands such as Coca-Cola and Kleenex. To this day, the McIlhenny Co., still run by a family of matchless characters who believe in a rigid code of family loyalty, clings to tradition and the old ways of doing business. Yet by fiercely protecting its beloved brand and refusing to sell out to big food conglomerates, this family business has run circles around its competitors, churning out annual revenues that have surpassed everyone's expectations. A satisfying read for business buffs, "McIlhenny's Gold" is the untold story of the continuing success of an eccentric, private company; a lively history of one of the most popular consumer products of all times.

作者介绍:

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