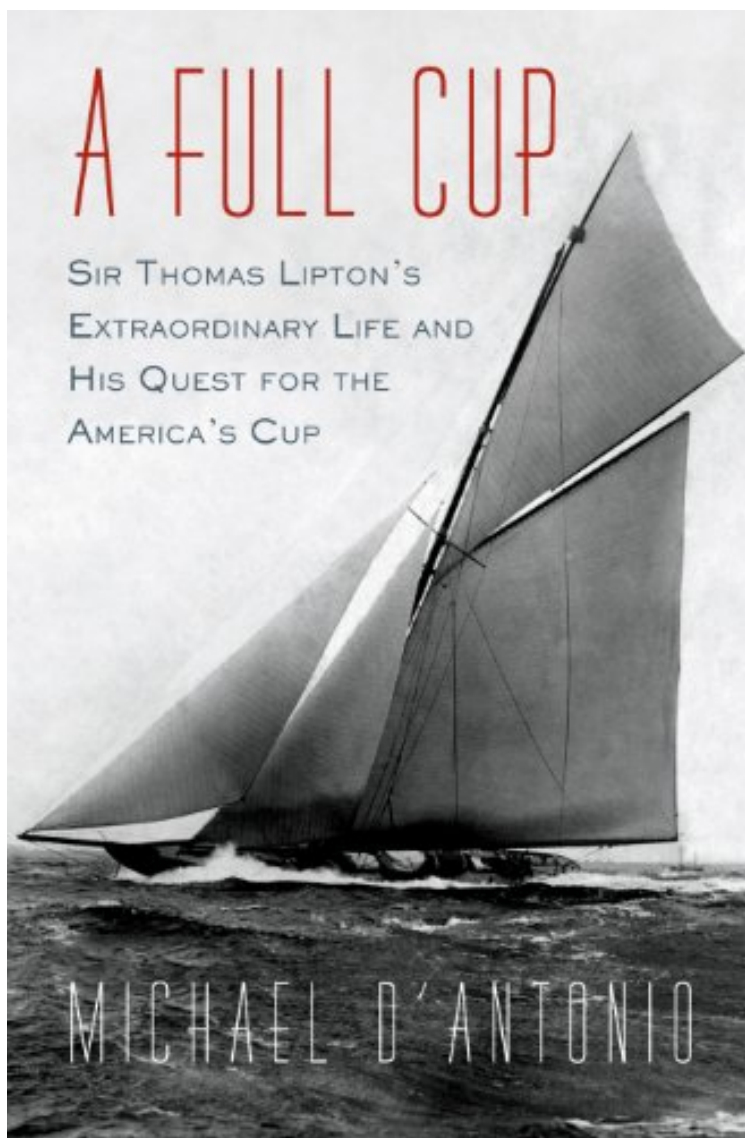


[Ebook pdf] A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup

A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup

Von Michael D'Antonio

ebooks / Download PDF / *ePub / DOC / audiobook



Produktinformation -Verkaufsrank: #533209 in eBooksVerffentlicht am: 2010-05-26Erscheinungsdatum:
2010-07-08File Name: B003NX75EA | File size: 50.Mb

Von Michael D'Antonio : A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup before purchasing it in order to gage whether or not it would be worth my time, and all praised A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.

Businessman, Sportsman...Character Von James Gallen "A Full Cup" is a delightful biography of Sir Thomas Lipton, businessman, sportsman and character. Born in Scotland of Irish parents, Lipton spent much of his life crossing between Britain and America where, with his bow tie and yachting cap, he became as much of a fixture as he did at home. Many associate the Lipton name with his tea company, and some may even remember his caricature on the box, but few today know the rest of the story. After learning the trade in his parents' small grocery, Lipton left home for his first visit to America. This taste of America included serving as a replacement for freed slaves in the South and working on streetcars in New Orleans. Upon his return to Scotland he went founded the first grocery chain in the world. Emphasizing quality goods imported from Ireland and elsewhere, Lipton turned his idea into a fortune. Recognizing the inconsistent quality of tea sold in Britain and the U.S., he formed a business, literally from the ground up. From the tea plantations through packaging, shipping and, in some cases, retailing, tea was a Lipton operation. His quality control and astute marketing made the name Lipton synonymous with tea. Lipton himself became the face of his company. His constant public appearances made him a face and personality known across two continents. The confident of kings and friend of presidents, Lipton would pass through doors he would have never thought would open to him. Like many successful businessmen, Lipton turned to an avocation. In his case it was challenging for the America's cup. Even though he never learned to sail, he would be the sponsor of five challenges over a thirty year period. Although he never won, and his boat was always outclassed, Lipton won the heart of his other country, America and sold a lot of tea in the process. His ability to turn his yachting publicity into tea sales was irritating to his American competitors who could not reap commercial benefits from the Cup races. Toward the end of his long career, his popularity was so great that Americans were actually rooting for him to win. That should give you enough about Sir Thomas to whet your appetite for more. Now that your attention has been grasped, let us get to the book. It is very well written. The story will never bore, the writing style never lose your attention. It has enough connection with the bigger world to be really interesting, but trivial enough to remain a light read. Whether you are looking for history, a fascinating story or just a book to pass the time with, "A Full Cup" will satiate your thirst. 0 von 0 Kunden fanden die folgende Rezension hilfreich. Seglerbuch Von Olli Schnes Buch, aber nur in englischer Sprache erhaltlich !!! Fr jeden Segler und Abenteurer zu empfehlen. Soweit mir bekannt, gibt es noch keine deutsche Version.

Kurzbeschreibung An in-depth biography of Sir Thomas Lipton, the founder of Lipton Tea—a portrait of a remarkable self-made man and intrepid sailor. Today Lipton means tea. However, in his time Sir Thomas Lipton was known for much more. Raised in desperate poverty, he became rich beyond his wildest dreams. He built a global empire of markets, factories, plantations, and stockyards. And his colorful pursuit of the America's Cup trophy made him a beloved figure on both sides of the Atlantic. In *A Full Cup*, Michael D'Antonio tells the tale of this larger-than-life figure. Beginning with a journey across the United States just after the Civil War, Thomas J. Lipton developed the ambition and learned the business techniques that helped him create the first chain of grocery stores. Wealthy before the age of thirty, he set his sights on the tea trade, and soon his name became synonymous with his product. Lipton's great business success makes for a compelling story of innovation and achievement. Moreover, though, Lipton's most intriguing creation was a public persona—one of the first formed with the help of a modern mass media—that appealed to millions of ordinary people, as well as the elites in America and Europe. Concocting simple stunts like elephant parades, Lipton mastered the new art of obtaining free publicity. With shameless self-promotion, he became one of the world's most eligible bachelors, a patron of the poor, and ultimately reached legendary heights when he revived the competition for the America's Cup. With one losing attempt after another, the gallant Lipton, who didn't even know how to sail his own yacht, became ever more popular. D'Antonio's biography brings to vivid life this remarkable figure. Pressestimmen "A Full Cup celebrates a remarkable man: a great philanthropist and entrepreneurial tradesman, blessed with style, flair and, most of all, great spirit." -The Washington Times "Lipton made all the right moves, and there are few flaws in Mr. D'Antonio's nicely crafted volume." -The Wall Street Journal "Entertaining and instructive" -DailyFinance "A Full Cup turns the life of grocer and tea entrepreneur Thomas Lipton into a thrilling story you won't be able to put down." -Connecticut Post