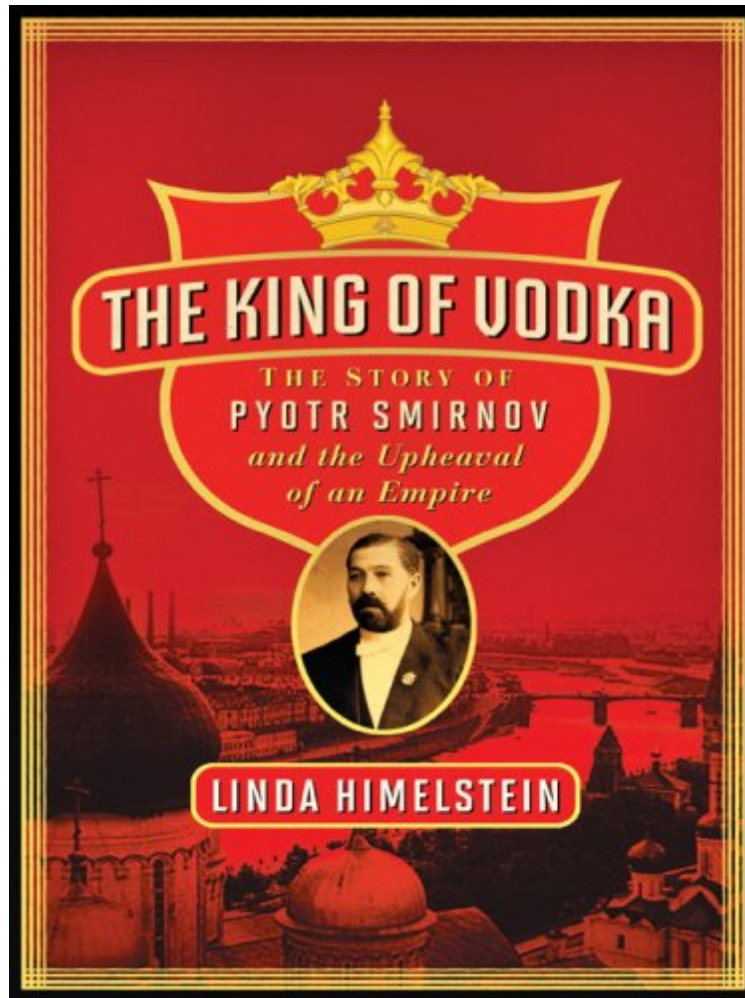


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The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire (P.S.)

Linda Himmelstein

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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 gauge 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 madison Very 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 its formation
By Poopsiedear
This 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 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 book. 0 of 0 people found the following review helpful. product endorsement were amazing. His imagination coupled with his knowledge of all ...
By roux
Well 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.

“A terrific tour-de-force.” —Tilar J. Mazzeo, author of *The Widow Clicquot*
“An impressive feat of research, told swiftly and enthusiastically.” —San Francisco Chronicle
From Vanderbilt and Rockefeller to Bill Gates and Steve Jobs, America'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 tenacity...but just as American cocktail connoisseurs can mistake Absolut, Skyy, Grey Goose, or Ketel One for the quintessential clear spirit, so too has America's vision of business history remained naive 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 name—Smirnoff. Linda Himelstein's critically acclaimed biography of Russian vodka scion Pyotr Smirnov—a finalist for the James Beard Award, winner of the IACP and Saroyan Awards, and a *BusinessWeek* Best Business Book of 2009—is the sweeping story of entrepreneurship, empire, and epicurean triumph unlike anything the world has ever seen before.