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The Prince Of Beers (Kindle Single)



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Synopsis

August Busch IV had everything -- or seemed to. In 2006, Busch became the chief executive of Anheuser-Busch, the sixth member of his family to control the legendary brewery. At age 42, Busch was handsome, wealthy, married to a beautiful woman, and running one of the biggest companies in America.Two years later, Busch lost control of Anheuser-Busch. Soon he was jobless, divorced, and struggling with alcohol and drugs. Then he woke to find his girlfriend, a waitress named Adrienne Martin, dead in his bed. From prize-winning novelist and former New York Times reporter Alex Berenson, The Prince of Beers is the true story of the secrets, lies, addiction, and family dysfunction behind Martin’s death and Busch’s shocking downfall.

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Customer Reviews

I love this new journalism format. A buck ninety nine to sit absorbed in the unfiltered, seemingly unedited words of the author. I am a gigantic John Wells fan, and only partially because I’m a gigantic Alex Berenson fan. And I most like to read them via audiobook, where I can feel as though the storyteller is speaking directly to me. Well, that’s pretty much how Kindle Singles work -- guy’s got something to say and he says it.Here the topic is the sad and lonely life of a world class

screw-up. August Busch IV is like King Midas in reverse -- everything he touches turns to crap. In the hands of a lesser writer I would have found myself hating Busch IV, who'd been handed everything and threw it all away, unraveling an iconic American brand and the employer of 30,000 in the process. But Berenson manages to extract some empathy even for this boorish rake. Busch's struggle to win the approbation of an aloof and demanding father will be recognizable even to those whose fathers didn't happen to run the biggest brewery in the world. It doesn't absolve baby Busch for the two women whose death he at least had an ignoble role in hastening, if not outright causing. But I feel for the guy.As I finished reading this, the Pink Floyd song "Comfortably Numb" came on my ipod. Fitting.

I don't drink much beer, don't care for celebrity bios, really hate celebrity expos, but I greatly admire author Alex Berenson's prose, so when I saw this profile article, I immediately downloaded it & read it, start to finish in 1 sitting. (That's just 1 of the benefits of a Kindle single.) This fascinating review of August Busch IV, heir to the Anheuser-Busch beer brewing empire, is a dynamic but sad story of someone who has never emerged from his father's long shadow to make his own positive mark in his family, much less in the world his ancestors so affected.You wouldn't think a bio of a beer brewer in St. Louis would have the drama & chaos of, say, a Manhattan insider trader or a Paris couture maven, but Berenson's observations & insights draw us into this tragic story. Busch IV never experienced his father's love, never demonstrated the ability to run the A-B empire, never gave his love to another, & thus never found peace & happiness. Two of his female companions died in his presence, at least partly because of the spill-over of his self-destructive ways. But these are only the most glaring examples of his failures, failures despite his family's legacy, fortune, & interventions to keep him out of trouble. Now in his late 50s, Busch IV is marking time w/his millions -- no job, no philanthropies, no friends. Even his family, Berenson points out, left him in CO while they holidayed in HA recently.Without Berenson's deft touch, this would be a completely depressing story. But as w/any of his best-selling suspense novels, this story reminds us that the story is not yet over, & the losses of yesterday still have the potential to point toward tomorrow. I didn't care about Busch IV before I began reading this profile. I do now. I hope Berenson will revisit this man in future & that the landscape will not be so bleak.

I finish about 2-3 audio books a week during my daily commute and thought this would be something really interesting as I hadn't been aware of the issues within the Anheuser-Busch other than the occasional business/news headline. While "The Prince of Beers" was generally interesting

(assuming you didn't already known about the Anheuser-Busch family history) and the book was fairly well written, my biggest issue with this book (audio book) was the price versus its length/substance. This book reads like it was written as a long magazine article for Esquire or Playboy, but from the appearance on you would think it was a 200-300 page novel (what I was expecting based on the positive reviews). Unless this audio book drops below $3.99, I would spend your money on any alternative book(s) you may be considering or have on your wish list before this one. Alternatively you might be better off waiting for this one to arrive at your local library. You'll likely find by just Googl'ing of the Anheuser-Busch family and reading the associated news articles you'll end up getting as much of the story as this book offers. Sorry, I really wanted to like this book more, but just felt like I was cheated.

Why would I read a book about the Busch Family? The reason is Alex Berenson! Mostly by accident I came across Berenson's "Faithful Spy." I loved the main character (John Well's) and I'm knee deep in the 9 or 10 book series. I actually started to slow down a bit so I don't run out of John Well's adventures so fast. Anyway The story of Busch and the famous company was very interesting and worth my time. I put Berenson right up there with my favorite writers including Grisham, Patterson, Flynn, Demille, Rosenfelt, Landay, MeDermid, LeHane and Connelly. Once last thing that made me really like Berenson is I emailed him after reading one of his books and although it took some time he actually wrote back. That kind of blew my mind. Alex Berenson Rocks!!

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