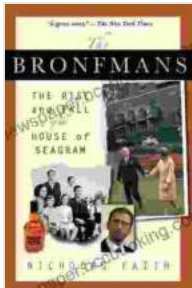


The Rise and Fall of the House of Seagram: A Family Business and American Empire

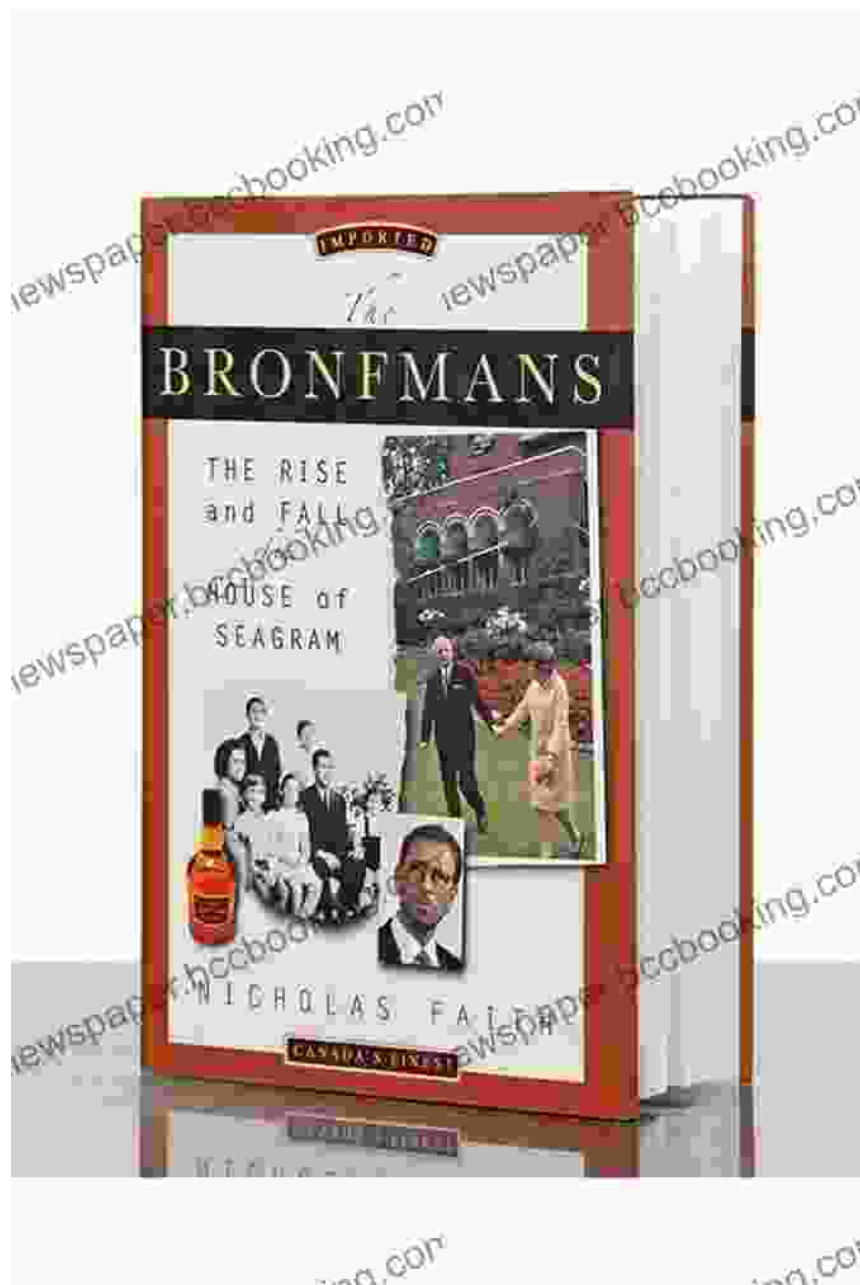


The Bronfmans: The Rise and Fall of the House of Seagram by Nicholas Faith

★★★★☆ 4.1 out of 5

Language : English
File size : 616 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 372 pages





The Rise and Fall of the House of Seagram: A Family Business and American Empire

The Seagrams were one of America's most famous and influential families. They built a business empire that spanned the globe, but their legacy is marred by tragedy and scandal. This book tells the story of the rise and fall of a business dynasty.

The Seagram empire began with Samuel Bronfman, a poor Jewish immigrant from Russia. Bronfman started out in the liquor business in Canada, and he quickly built a fortune. During Prohibition, he became one of the most successful bootleggers in the United States. After Prohibition ended, Bronfman expanded his business into other countries, and he eventually became one of the richest men in the world.

Bronfman's son, Edgar, took over the family business in 1958. Edgar was a brilliant businessman, and he expanded the Seagram empire into new industries, including oil and gas, entertainment, and real estate. He also became a major philanthropist, and he donated millions of dollars to hospitals, schools, and other charities.

However, the Seagram empire began to decline in the 1970s. Edgar's son, Charles, took over the business in 1971, but he was not as successful as his father. Charles made a series of bad decisions, and the Seagram empire began to lose money. In 1989, Charles sold the family business to Diageo, a British multinational beverage company.

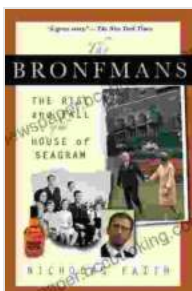
The Seagram family's legacy is a complex one. They were one of the most successful families in American history, but they also had their share of tragedy and scandal. *The Rise and Fall of the House of Seagram* is a fascinating look at the rise and fall of a business dynasty.

Reviews

"A fascinating look at one of America's most famous families. *The Rise and Fall of the House of Seagram* is a must-read for anyone interested in business, history, or crime." - The New York Times

"A well-written and engrossing account of the Seagram family and their business empire. Douglas Century has done a masterful job of weaving together the personal and the professional, and the result is a book that is both informative and entertaining." - The Wall Street Journal

"A must-read for anyone interested in the history of American business. The Rise and Fall of the House of Seagram is a fascinating look at a family that built an empire and then lost it all." - Forbes

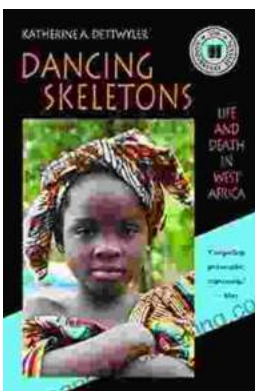


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