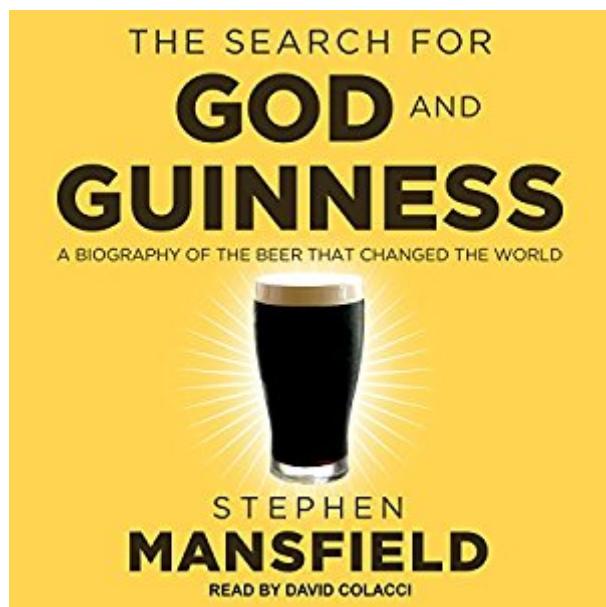


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The Search For God And Guinness: A Biography Of The Beer That Changed The World



Synopsis

The history of Guinness, one of the world's most famous brands, reveals the noble heights and generosity of a great family and an innovative business. It began in Ireland in the mid-1700s. The water in Ireland, indeed throughout Europe, was famously undrinkable, and the gin and whiskey that took its place devastated civil society. It was a disease-ridden, starvation-plagued, alcoholic age, and Christians like Arthur Guinness - as well as monks and even evangelical churches - brewed beer that provided a healthier alternative to the poisonous waters and liquors of the times. This is where the Guinness tale began. Now, 250 years and over 150 countries later, Guinness is a global brand, one of the most consumed beverages in the world. The tale that unfolds during those two and a half centuries has power to thrill audiences today: the generational drama, business adventure, industrial and social reforms, deep-felt faith, and the noble beer itself.

Book Information

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Customer Reviews

To most people Guinness means dark malt consumed on St. Patrick's Day. This book covers the entire family called "Guinness" and all the marvelous things the various family members have engaged, from brewers to ministers, from a worldwide distribution of the product, to the missionary efforts of some of the members of the clan. Impressive are the efforts of the Guinness "company" to meet the needs of society and its members, including housing, medical care and even cultural opportunities and training for the wives of the workers to be "successful" as women in that society and culture. Memorable Quote: "You cannot make money from people unless you are willing for

people to make money from you."

Stephen Mansfield does it again! This is an excellent read about a famous family and their famous brand. Several take-aways from the Guinness story. Do one thing really, really well before you diversify. Invest in your people. Consider all the facts before you act, then act quickly. Think long-term rather than short-term. Always look for God's Providence and follow His will as best you can know it.

An outstanding book that reviews the exceptional ties that the Guinness family had to founding the Guinness Brewery, to the Ministry and other business ventures. Amazing to learn about the amazing support of this family for their employees and their communities. Serves as a model for business today. Exceptional reading to see how a company takes social responsibility and blends it to drive value for their communities and the growth of their company.

The title seems odd, but it fits. This book is as much about the author's search as his findings. He comes from outside the "beer culture". It would be as if I wrote a book on Starbucks, since I don't drink coffee. What I really think he wanted to write about is the philanthropy of Arthur Guinness, and his subsequent lineage. What he is excited to write about is how Arthur was very influenced by Charles and John Wesley, the founders of Methodism and its "social gospel", and evangelist George Whitefield. He's on safe ground here, as most books on Guinness and beer would fail to bring in these topics. However, then he has to almost apologize for the book to his fellow Protestants who are not merely moderate drinkers but abstainers. There follows an intriguing history of brewing and the place of beer in society. Earlier Protestants like Guinness viewed beer not as the curse, but the answer to the problem of drunkenness from harder gin. Not surprisingly, he quotes an author from 100 years ago, G.K. Chesterton, who could always be counted on to stand up for pubs and beer, and he gave us this quote, among others: "We should thank God for beer and burgundy by not drinking too much of them." The book from then on repays careful reading, because it offers glimpses of little known history. 90 per cent of Dublin's population was Catholic, Mansfield notes, but they only owned 10 per cent of the land. Why? the reader immediately asks. Because when Henry VIII created the Church of England, there was nothing to create it from but stolen Catholic churches and monasteries, Catholicism being then conveniently outlawed. The Irish church was the Irish equivalent of the Church of England (Anglican Church). Guinness, whose workers were all Catholic, was a model employer who opposed the anti-Catholic laws in Ireland, we're told, and even

went so far as to rebuild St. Patrick's Cathedral. If only he could have gone further, and given it back to the Catholics. Mansfield mentions the English Quaker Cadbury, a total abstainer who invented a famous cocoa drink as an alternative to alcohol, and created a utopian British village for his workers. Lever, a soap manufacturer, also was known for providing similarly well-designed housing. However, the same Chesterton mentioned earlier, wrote a poem in favor of beer which has the line "Cocoa is a Cad"-- an obvious reference to Cadbury's anti-pub stance. *The Ball And The Cross, Manalive, The Flying Inn (Collected Works of GK Chesterton)* Guinness provided free medical care and on site doctors for his workers. In England this went further, with inspectors regulating every aspect of the life of the poor. Eventually this led to the eugenics movement and forced sterilization in England, America, and around the world. In America, Margaret Sanger's original goal, for instance, was entirely ethnic: to limit the numbers of Jews, blacks, and Irish Catholics. *Eugenics and Other Evils : An Argument Against the Scientifically Organized State* As Mansfield notes, during the Irish potato famine, the British government "did nothing" to help, prompting "A Modest Proposal" from Jonathan Swift, a rector at St. Patrick's Cathedral, and the author of *Gulliver's Travels*, with the bleak and sardonic proposal that the Irish poor eat their young. A bit farther afield, Mansfield decries the split between the sacred and profane that he says Catholics created, and Martin Luther healed. The Puritans, he notes, would hoist a cold one, as would the German reformer. Chesterton, on the other hand, would say it was the other way round, noting that the puritans outlawed the celebration of Christmas, and Martin Luther closed the monasteries which were the breweries of the day. Mansfield says the available info on the Guinesses is rather sketchy, but by the end of the book, there seems to be quite a bit. I looked for apologist and writer Os Guinness in the last chapter on twentieth century Guinesses, but he was not among those present. Is he not in the lineage? The question will have to wait. All that said, Mansfield piqued my interest enough to want, well, another pull at the tap. I'm ready to relax with a tall, cool one, maybe a Harp lager, whenever he wants to tell the rest of the story.

The title drew me in; I enjoyed it to the last page. I even read all the acknowledgements. I'm likely to read other books on this amazing family and titan of business. I'll need to since it accomplishes the author's purpose but now I'm so curious I want to delve deeper into the "three lines" of the Guiness family story. Mansfield knows how to spin a tale, give the REAL story, yet keep it moving, does not get bogged down. I love my Guiness beer and my Lord even more. I want to seek "to do good", even more now as an expression of my concern for my fellow man, and out of a heart of gratitude for God's blessings.

This is the type of book that when it ends, you don't want it to. There is so much wisdom in these pages, that you want it to go on and on. The story is fascinating, the people are interesting, the lessons learned are invaluable. This is the kind of book that needs to be read, digested, and reread. I'm surprised not having heard much about this in recent years, because it ought to be a modern classic - in the biography section at least. There are business lessons, moral lesson, encouragement, fascinating people, and insights into marketing and innovation that transcend the merely tactical, and get into their driving forces. Highly enjoyed this and highly recommend.

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