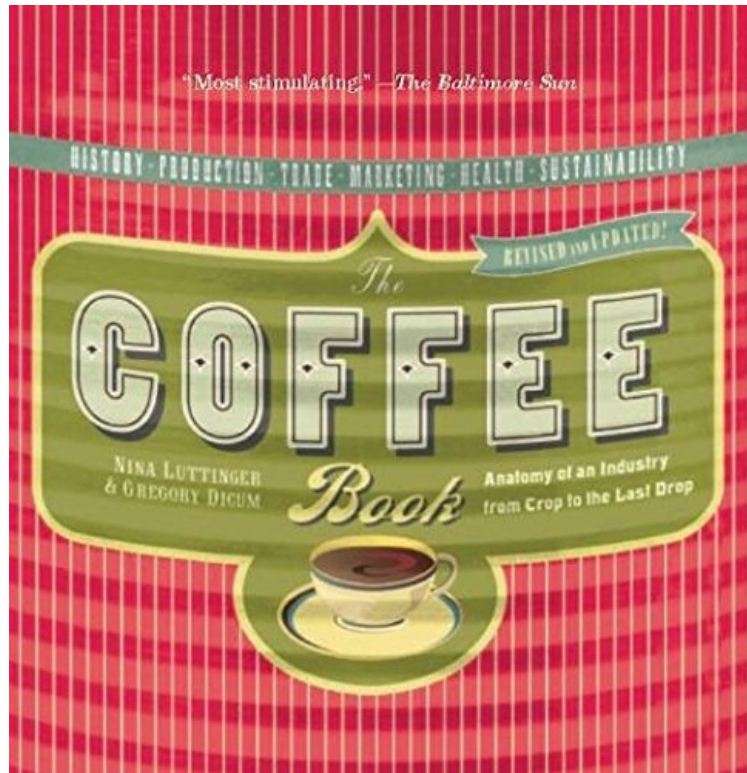


(Download ebook) The Coffee Book: Anatomy of an Industry from Crop to the Last Drop (Bazaar Book)

## The Coffee Book: Anatomy of an Industry from Crop to the Last Drop (Bazaar Book)

*Nina Luttinger, Gregory Dicum*

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**Nina Luttinger, Gregory Dicum : The Coffee Book: Anatomy of an Industry from Crop to the Last Drop (Bazaar Book)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Coffee Book: Anatomy of an Industry from Crop to the Last Drop (Bazaar Book):

5 of 5 people found the following review helpful. A MORE CONCISE LOOK AT COFFEE HISTORY By ALI agree with most of the comments in the other reviews. One thing I will add is that this is a more concise book than "UNCOMMON GROUNDS", but has much of the same information, from a different viewpoint of course. It is also around 6 years more up to date. For instance in "UNCOMMON GROUNDS" Vietnam was just starting to make a mark in the coffee industry, now it's one of the top producers of Robusta beans. Also the Fair Trade / Bird Friendly etc. coffee is more common now. Information will be found on the various aspects of coffee, such as Starbucks, instant, caffeine-decaf, specialty coffee, which turned the industry around (if not on its head). There are sidebars of some of the major players such as Kraft, P G, etc. The authors also dealt with coffee advertising which was a significant part of coffee history during the 20th century. Whatever one thinks of the commercials or the coffee, Mrs. Olsen Juan Valdez became stars. One interesting quote they reported had to do with why the ad-industry put out certain of the ads they did during the 50-60's such as some from CHOCK-FULL-OF-NUTS CHASE AND SANBORN. The people behind those ads said that they did it on purpose - they figured that the women went through the same thing in real life. Imagine the ad agencies trying to get away with some of those ads today. So, if you are

interested in the history of coffee but don't have the time for the 400+ pages found in "UNCOMMON GROUNDS" (also reviewed), this is the book to read. Of course it would be hard to beat the cover. 0 of 0 people found the following review helpful. Coffee, elixir of consciousness By ACG Very informative on the history and business of coffee. Certainly the author has prejudices (decaf is "vile"), but other assertions (ie grocery store coffee is swill) are backed up with info about how commodification and technification (ruination) of the product causes its decline, and some direction on finding a better product, both in taste and social conscious. I'm no coffee snob, but I do recognize a lousy cuppa joe when I meet it, so it is helpful to at least know what/how to avoid, and what to look for to hedge your bets to something more satisfying without paying designer prices. 0 of 0 people found the following review helpful. Generally Interesting but With a Point of View By Clark Johnson Informative, although the author seems to have an ideological problem with big business. You can almost hear the disgust every time that she talks about "international corporations." Nevertheless, provided the general information that I was looking for about the product and the industry.

A freshly updated edition of the best introduction to one of the world's most popular products, *The Coffee Book* is jammed full of facts, figures, cartoons, and commentary covering coffee from its first use in Ethiopia in the sixth century to the rise of Starbucks and the emergence of Fair Trade coffee in the twenty-first. The book explores the process of cultivation, harvesting, and roasting from bean to cup; surveys the social history of coffee; society from the first coffeehouses in Constantinople to beatnik havens in Berkeley and Greenwich Village; and tells the dramatic tale of high-stakes international trade and speculation for a product that can make or break entire national economies. It also examines the industry's major players, revealing how they have systematically reduced the quality of the bean and turned a much-loved product into a commodity and lifestyle accoutrement, ruining the lives of millions of farmers around the world in the process. Finally, *The Coffee Book*, hailed as a Best Business Book by *Library Journal* when it was first published, considers the exploitation of labor and damage to the environment that mass cultivation causes, and explores the growing conscious coffee market and Fair Trade movement.

"Most stimulating." *The Baltimore Sun* "Informed and argumentative. . . . Drawing on sources ranging from Moliere and beatnik cartoonists to the Food and Agriculture Organization, the authors describe the beverage's long and colorful rise to ubiquity." *The Economist* "Packed with an interesting punch . . . a fun little item." *Associated Press* "Good to the last sentence." *Las Cruces (NM)*