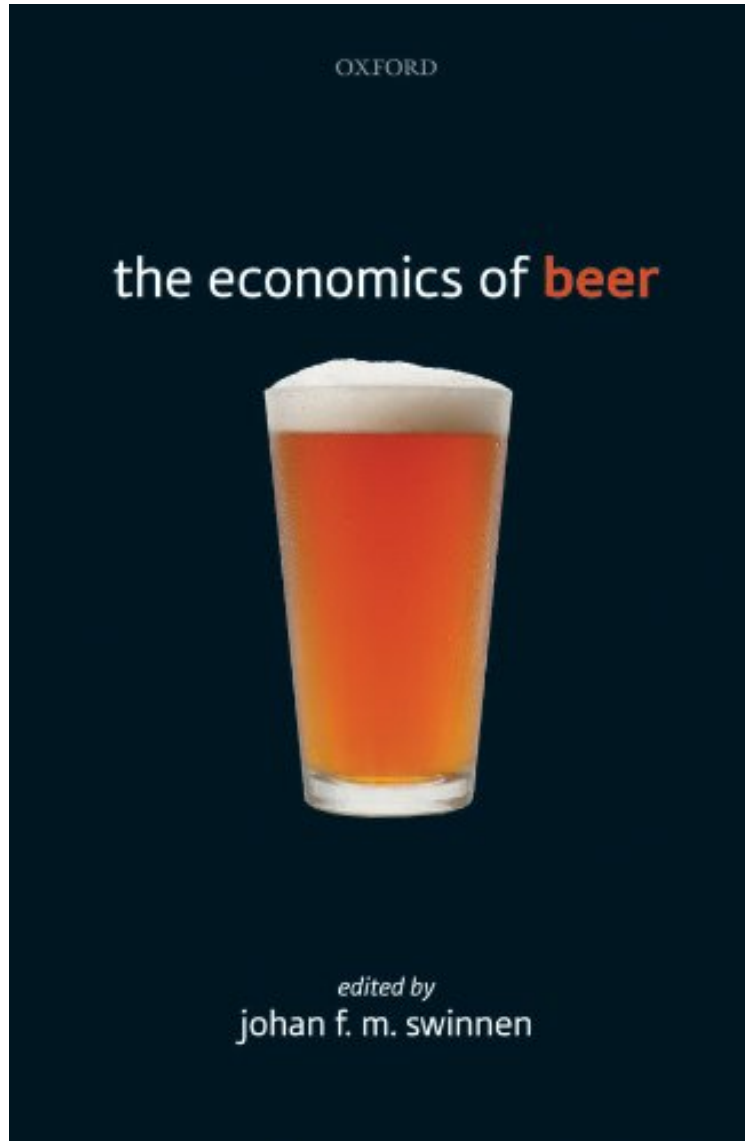


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The Economics of Beer

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From OUP Oxford : The Economics of Beer before purchasing it in order to gage whether or not it would be worth my time, and all praised The Economics of Beer:

5 of 5 people found the following review helpful. beer around the world ... the industry, that isBy smitkaThis collection of papers looks at the beer industry across time and around the world. It is a useful update / extension to the good industry study by The US Brewing Industry: Data and Economic Analysis: Data and Economic Analysis (MIT Press, 2009).For example, TT themselves contribute a chapter tracking the rise of imports and craft beers in the US between 2000-2010, as well as the completion of the long process of consolidation that has left 80+% of the market in

the hands of InBev and SABMiller. This is paired by a chapter on beer and antitrust by Ken Elzinga and Anthony Swisher, that provides a different perspective on the merger process. Another short but nice chapter is by Lisa George on the role of TV advertising in fostering a national market. On the international front, a chapter on Belgian beer notes the huge variety, the shifts in demand (such as the near-disappearance of weak "table" beer that was once served with primary school lunches!) and the rise of the brewer that became InBev. Other chapters look at China, Russia and Eastern Europe; I found the latter interesting for its discussion of vertical integration, as foreign investment led to investment in hops processing and technical consulting to hops farmers, since reversed as local skills improved. These are very much economics studies, generally from an industrial organization perspective. They're well-written and while there is little direct cross-talk between chapters (as I would phrase it, this is still an edited volume, not a "book") the quality is high and there is a good mesh of coverage. Those merely interested in beer may find parts overly dry, and of course won't know how to read a table of regression results. Even so, the presentations of market evolution in a variety of countries might even interest them. For me, it's a great supplement to the Tremblay and Tremblay volume, which I'm using in my fall 2012 industrial organization course.

0 of 0 people found the following review helpful. Five Stars
By Henrique jonerGreat
0 of 0 people found the following review helpful. usefull
By AntonIt is most interesting book about beer industry
Item was considered from different point of view. Thanks you very much

Beer has been consumed across the globe for centuries and was the drink of choice in many ancient societies. Today it is the most important alcoholic drink worldwide, in terms of volume and value. The largest brewing companies have developed into global multinationals, and the beer market has enjoyed strong growth in emerging economies, but there has been a substantial decline of beer consumption in traditional markets and a shift to new products. There is close interaction between governments and markets in the beer industry. For centuries, taxes on beer or its raw materials have been a major source of tax revenue and governments have regulated the beer industry for reasons related to quality, health, and competition. This book is the first economic analysis of the beer market and brewing industry. The introduction provides an economic history of beer, from monasteries in the early Middle Ages to the recent 'microbrewery movement', whilst other chapters consider whether people drink more beer during recessions, the effect of television on local breweries, and what makes a country a 'beer drinking' nation. It comprises a comprehensive and unique set of economic research and analysis on the economics of beer and brewing and covers economic history and development, supply and demand, trade and investment, geography and scale economies, technology and innovation, health and nutrition, quantity and quality, industrial organization and competition, taxation and regulation, and regional beer market developments.

.com Take a Look Inside the Economics of Beer [Click on Graphs to Enlarge] Market Shares of Super-Premium, Craft, and Imported Beer, U.S., 1970-2009