



Chocolate Wars: The 150-Year Rivalry Between the World's Greatest Chocolate Makers

Deborah Cadbury

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In the early nineteenth century the major English chocolate firms—Fry, Rowntree, and Cadbury—were all Quaker family enterprises that aimed to do well by doing good. The English chocolatiers introduced the world's first chocolate bar and ever fancier chocolate temptations—while also writing groundbreaking papers on poverty, publishing authoritative studies of the Bible, and campaigning against human rights abuses. Chocolate was always a global business, and in the global competitors, especially the Swiss and the Americans Hershey and Mars, the Quaker capitalists met their match. The ensuing chocolate wars would culminate in a multi-billion-dollar showdown pitting Quaker tradition against the cutthroat tactics of a corporate behemoth.

Featuring a cast of savvy entrepreneurs, brilliant eccentrics, and resourceful visionaries, *Chocolate Wars* is a delicious history of the fierce, 150-year business rivalry for one of the world's most coveted markets.

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