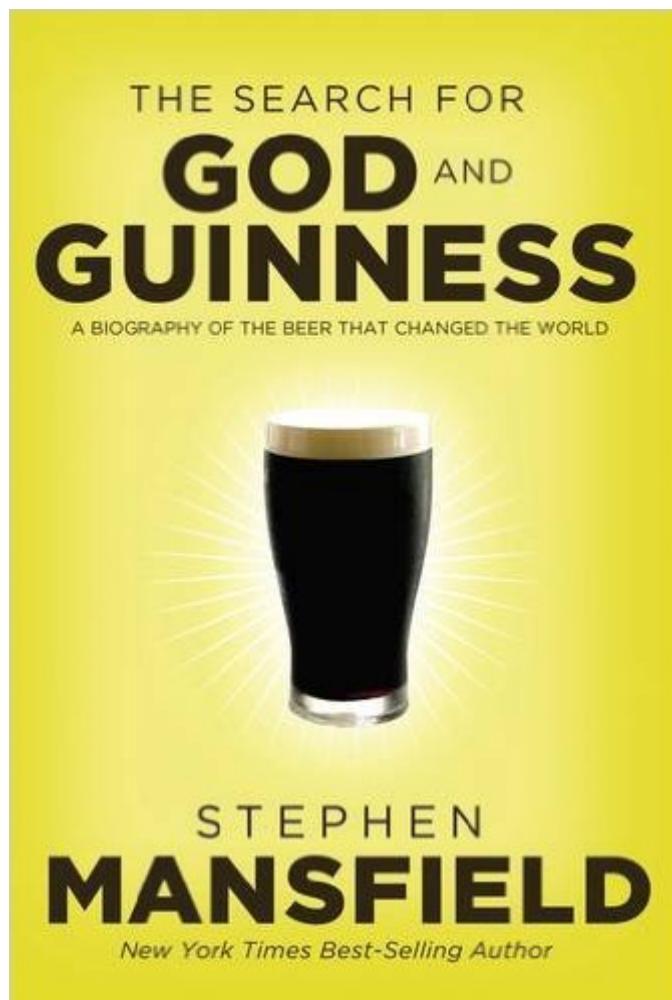


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The Search For God And Guinness: A Biography Of The Beer That Changed The World



Synopsis

The history of Guinness, one of the worldâ™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 Guinnessâ "as well as monks and even evangelical churchesâ "brewed beer that provided a healthier alternative to the poisonous waters and liquors of the times. This is where the Guinness tale began. Now,Â 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 nobleÂ beer itself. "Frothy, delicious, intoxicating and nutritious!Â No, I'm not talking about Guinness Stoutâ "I'm talking about Stephen Mansfield's fabulous new book...The amazing and true story of how the Guinness family used its wealth and influence to touch millions is an absolute inspiration." â " Eric Metaxas,Â New York TimesÂ best-selling author "It's a rare brew that takes faith, philanthropy and the frothy head of freshly-poured Guinness and combines them into such an inspiring narrative. Cheers to brewmaster Stephen Mansfield! And cheers to you, the reader! You're in for a treat." â " R. Emmett Tyrrell Jr., Founder and editor-in-chief ofÂ The American Spectator

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Customer Reviews

I was a little doubtful that I would enjoy this book, but decided to read it anyway. I thought I'd plod

through it, not really like it that much, but maybe learn a little history about Ireland. I was wrong. I really, really liked this book. I liked the first chapter that focused on the history of beer pre-Guinness. I liked the second chapter that told the story of Arthur Guinness, his faith, and his philosophy on business and wealth. The third chapter goes on to describe the passing of the chairmanship of the company from one Guinness to another through each generation. The fourth chapter was excellent and focused on the social good that Guinness has done throughout the years by benefiting both their community in general and their workers specifically. The fifth chapter was an interesting look at the Guinness line that did not participate in the brewery business but went into various forms of ministry from evangelistic preaching to foreign missionary work. The sixth chapter took a look at the business as it grew into and through the twentieth century. Finally, Mansfield ended with a superb epilogue that summarizes "The Guinness Way" and how we might learn from it today both in our business and our personal lives. This would be a great book for the beer lover or history buff in your family! Favorite Quote: "Drunkenness is when the tongue walks on stilts and reason goes forward under half a sail." - Martin Luther (pg. 30) Favorite Passage: ...it must also be true that a company should be measured by the culture it creates. Culture. It means "what is encouraged to grow," the "behavior and ways of thinking that are inspired." Despite what a company's advertising may boast, aside from what mascot it adopts or the slogan it uses, it is what is inspired in the life of its people that is the most important indicator of how noble a venture that company may be. (pp. 121-122) DUH Moment: Did you know that The Guinness Book of Records originated from the Guinness company as a pamphlet meant as a promotional gimmick in 1954 for pubs in Ireland and the United Kingdom? Duh. Never put the two names together! Interesting Fact: In 1954 Guinness dropped 50,000 bottles with messages dropped in the Atlantic, Indian, and Pacific oceans with the intent for people to find them and then contact Guinness to find out where the bottle was originally dropped. Oh, and to receive a "suitable memento of the occasion." In 1959, Guinness dropped 150,000 more bottles for their 200th anniversary. Bottles were found in the Azores, South America, the West Indies, the Philippines, and India. Bottles are still found today at a rate of one or two a year! Bet we couldn't have a company do an advertising promotion like that today! I highly recommend this book. It's well written, historically interesting, and spiritually edifying. As a matter of fact, I'm passing it on to my boss next week! Enjoy -

The relationship between God and an alcoholic beverage might be a bit startling at first, but the book The Search for God and Guinness by Stephen Mansfield shows that the connection makes perfect sense in this instance. The book begins with a very detailed history of beer itself, even

tracing some arguments that state the desire to brew beer contributed to the abandonment of the nomadic lifestyle of early humans. In the early 1700s, when the Guinness family first started brewing beer, the water was undrinkable but gin was cheap and plentiful. Arthur Guinness wanted to provide a drink that would be safer and more nutritious than what was currently available. Because of his deep faith, as his business became successful Guinness became active in social causes, founding Sunday schools and hospitals for the poor. After his death, future generations of the Guinness family continued with socially responsible activities, paying a high wage to workers and providing generous benefits. This example of generosity set the standard for other employers in Dublin and improved living conditions for everyone in the city. The book is written in a chatty, amusing style and the author's glowing respect for the company is obvious.

This book is, like alcohol itself, a mixed blessing. The story is fascinating to be sure, and is worth getting simply for that. So, I would recommend the book for anyone remotely interested. Less a story about the beer, this is more a story of the family who make the beer, both those directly involved in the business as well as those who were sons and daughters who went other directions. What is interesting is how much of the Guinness story is the story of mission. They saw their business not only as a craft to master, but also as a gift to offer the country of Ireland. They were Protestants who fought against the terrible religious divisions, and were makers of peace in fractious, poverty stricken times. Essentially, this makes the book less about Guinness beer and more about what is commonly now considered "missional" work--sharing the love of God among neighbors, poor and rich, transforming the society in a positive way. For those who know nothing about this side of the Guinness legacy, it's quite interesting. And yet... I was continually put off by the writing itself. Rather than letting us enter into the story, conveying the fruits of solid historical research that brings us into the narrative, Mansfield is a bit like a pre-adolescent story teller. He's constantly intruding and often feels the need to anticipate what is coming next. We begin to feel a flow and he undermines it by telling us, "oh, this is the good part" or "here's the end of the story I'm about to tell." He is a lot more like a tourist to the story than a teller of it. We are even treated to pictures of him in key places. "Here's the author in the pew of the church!" Rather than being personable, this kind of intrusion quickly gets annoying. Added to this, he is constantly quoting long passages from other biographies. Giving it the feel of a high school "what I did last summer" essay. In other words, this is a pretty pedestrian historical study, more of a travelogue through an interesting family history. But it is interesting. And while I don't like his constant intrusion nor his writing style, Mansfield has a great concept and overall approach, making it an easily digested

study.

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