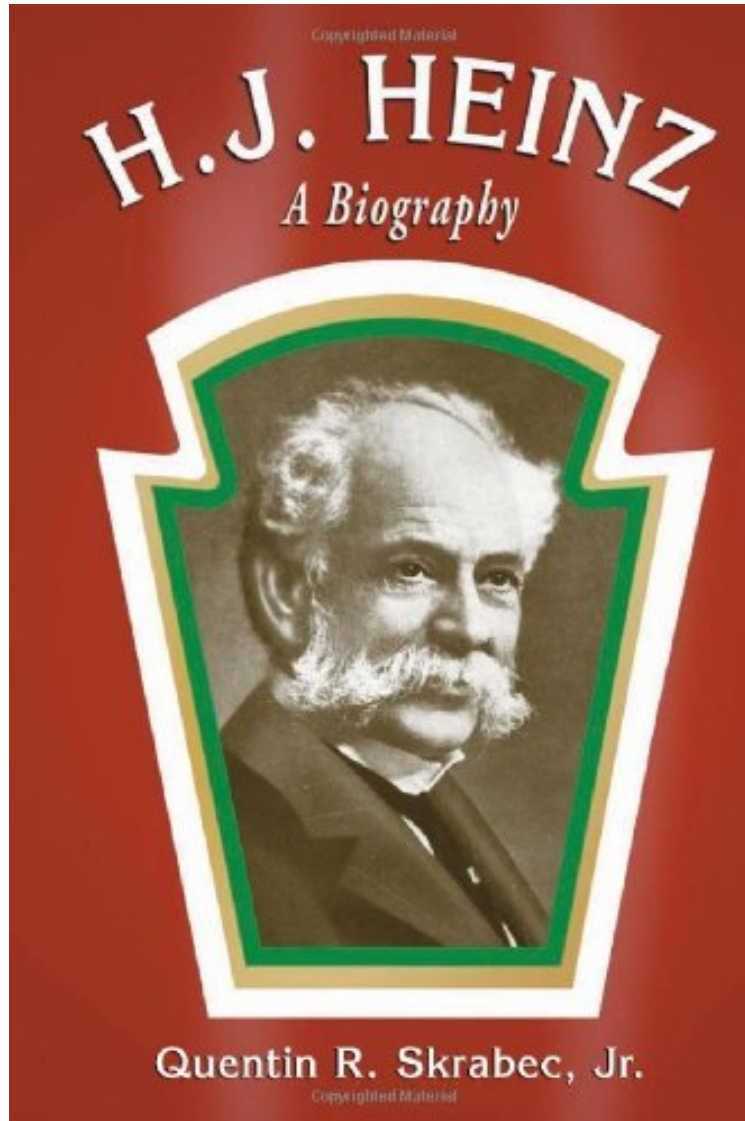


H.J. Heinz: A Biography

Quentin R. Skrabec

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Quentin R. Skrabec : H.J. Heinz: A Biography before purchasing it in order to gage whether or not it would be worth my time, and all praised H.J. Heinz: A Biography:

0 of 0 people found the following review helpful. A very good book on a great manBy DougI had no idea how accomplished of an industrialist H.J. Heinz was before I read this book. He operated in the late 1800s and early 1900s. He worked tirelessly to establish a reputation for high quality products, when others didn't bother to invest the effort. This is why he insisted that Heinz products be sold in more expensive, clear glass bottles when competing sauces were sold in cheaper, brown or green glass bottles. He established a brand that individuals could count on for quality when most foodstuffs were sold out of unmarked boxes and barrels. He embraced automation and new technologies when

others hesitated to make investments in electrifying factories or automatic bottle-making equipment. He designed factories in clever ways that cut costs, such as using gravity-driven can packing machines. He innovated the packaged food business by embracing solderless canning on a massive scale--allowing products to be canned with greater speed and with less risk of contamination. I even enjoyed reading about the catchy things he did to raise brand awareness, such as driving around in a ketchup-red electric vehicle with the Heinz logo on it when few vehicles existed and erecting large, Heinz signs at prominent hot spots such as the Atlantic City shore. Overall, this book is a very informative biography of an incredible person who is so rarely profiled. The author also has a background in operations management and manufacturing, so he went into a level of detail that I crave that most books often don't go into. But he kept it around 300 pages so the detail is never too overwhelming. And he repeats himself often. This helps when the level of detail was previously overwhelming, but sometimes it is a tad annoying. 2 of 2 people found the following review helpful. Role model and test of business principles By Aaron Burke This is a well researched book on Heinz and accentuates his business failings and successes. For example, he misunderstood the cash-flow complexities of holding large inventories which he avoided later in his career. I enjoyed these descriptions and compared them to my own business planning. Heinz was very thoughtful of what is appropriate in a capitalistic society and how to avoid abusing employees. Although there is a significant amount of editorial errors and repeated material, overall the book was really helpful toward my own business plans and enjoyable to read. I can recommend this book to others who are looking for great ideas and a history of American capitalism. 2 of 2 people found the following review helpful. it's okay By Hope Since I struggled with depression in the past, I found the piece about Heinz's struggle with it encouraging. Also, the general details of his life as outlined in this book are good at best. The book reads like your average essay written by a college student trying to embark on a great project. I feel that Heinz was a man of achievement, who understood the meaning of responsibility and contributing to the greater good. Thus, we need a better biographer to write this man's story in a way that would encourage the modern executive, to see h/her work as necessary for the good of society.

Though Heinz Ketchup is one of the most recognized corporate symbols in the world, few people know anything at all about H. J. Heinz. Industrial giants Rockefeller, Carnegie, Westinghouse, and Mellon became household names, and Heinz slipped into obscurity. Yet during a time of great transfers of wealth brought about in part by these famous robber barons, Heinz was well known for his humane treatment of his employees, customers, and suppliers. At the same time Heinz built a commercial empire by his use of industrialized food processing before Henry Ford. This book includes 45 photographs many of which are being published for the first time.

"Deserves recognition...supplemented with many rare photos and other illustrations." --CRL News "Over forty black-and-white photographs, some never before published, illustrate this thoughtful and detailed portrait of a remarkable business founder whose remarkable life has all but vanished from public awareness" --Midwest Book "Over forty black-and-white photographs, some never before published, illustrate this thoughtful and detailed portrait of a remarkable business founder whose remarkable life has all but vanished from public awareness" --Midwest Book "Over forty black-and-white photographs, some never before published, illustrate this thoughtful and detailed portrait of a remarkable business founder whose remarkable life has all but vanished from public awareness" --Midwest Book About the Author Quentin R. Skrabec, Jr., an international expert in operations management, manufacturing and globalization, is the author of numerous books on American industrial history, American capitalism and notable business leaders.