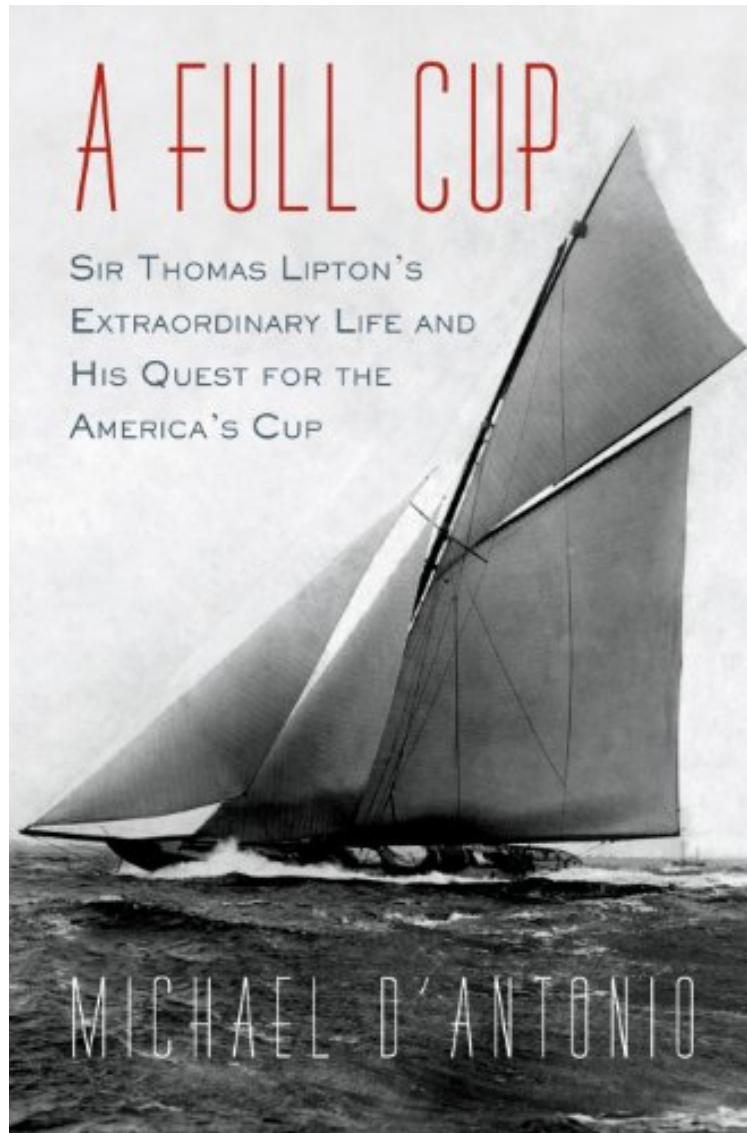


(Download) A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup

A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup

Michael D'Antonio

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Michael D'Antonio : A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup before purchasing it in order to gage whether or not it would be worth my time, and all praised A Full Cup: Sir Thomas Lipton's Extraordinary Life and His Quest for the America's Cup:

0 of 0 people found the following review helpful. Charmed LifeBy Fay JordaensThomas Lipton was a man famous for his ability to rise from a single grocery store ownership [latter 1800's] to an internationally famous businessman with a flair for manipulating the press, while he promoted his product [tea], and his image, but still maintained a dignified

and endearing personality. However, his entrepreneurial skills were so stunning and philanthropic that he was eventually knighted by Queen Victoria. Americans loved him and knew of him through his product and his many visits to our shores, in a vain attempt to win the America's Cup. His was an unusual, charmed life and worth the read. 0 of 0 people found the following review helpful. Great read! By JSDI bought this book because I needed to research a couple of details about Thomas Lipton for a historical novel I am writing. I found the info I needed but I got hooked early on and couldn't stop reading. Who knew that Sir Thomas Lipton was one of the most interesting and popular men in the world? The book is fascinating, well written and really fun to read. It illuminated not only Lipton but the whole time period for me. 0 of 0 people found the following review helpful. Great Biography By D. Sanderson This is one of the best biographies I've read. I thoroughly enjoy books on great businessmen of the past and present, and this is one of the best. The author captures the qualities that made Lipton wealthy and expanded his empire. From a business perspective, it was very enlightening and full of interesting facts (i.e. the red Macy's star logo was copied from a tattoo that the founder had done while on a whaling ship). The non-business side of the story, such as the sailing and personal life of Lipton, was very enjoyable as well. All in all this was a great book that I found very interesting and well written.

An in-depth biography of Sir Thomas Lipton, the founder of Lipton Tea—a portrait of a remarkable self-made man and intrepid sailor. Today Lipton means tea. However, in his time Sir Thomas Lipton was known for much more. Raised in desperate poverty, he became rich beyond his wildest dreams. He built a global empire of markets, factories, plantations, and stockyards. And his colorful pursuit of the America's Cup trophy made him a beloved figure on both sides of the Atlantic. In *A Full Cup*, Michael D'Antonio tells the tale of this larger-than-life figure. Beginning with a journey across the United States just after the Civil War, Thomas J. Lipton developed the ambition and learned the business techniques that helped him create the first chain of grocery stores. Wealthy before the age of thirty, he set his sights on the tea trade, and soon his name became synonymous with his product. Lipton's great business success makes for a compelling story of innovation and achievement. Moreover, though, Lipton's most intriguing creation was a public persona—one of the first formed with the help of a modern mass media—that appealed to millions of ordinary people, as well as the elites in America and Europe. Concocting simple stunts like elephant parades, Lipton mastered the new art of obtaining free publicity. With shameless self-promotion, he became one of the world's most eligible bachelors, a patron of the poor, and ultimately reached legendary heights when he revived the competition for the America's Cup. With one losing attempt after another, the gallant Lipton, who didn't even know how to sail his own yacht, became ever more popular. D'Antonio's biography brings to vivid life this remarkable figure.