

[Read and download] Ernest and Julio: Our Story

Ernest and Julio: Our Story

Ernest Gallo, Julio Gallo, Bruce B. Henderson
DOC | *audiobook | ebooks | Download PDF | ePub

 Download

 Read Online

#502991 in Books Times Books 1994-10-25 1994-10-25 Original language: English PDF # 1 9.75 x 6.75 x 1.25l, #File Name: 0812924541358 pages | File size: 62.Mb

Ernest Gallo, Julio Gallo, Bruce B. Henderson : Ernest and Julio: Our Story before purchasing it in order to gage whether or not it would be worth my time, and all praised Ernest and Julio: Our Story:

3 of 3 people found the following review helpful. Good one sided storyBy Older than someThis is the third book on the Gallo's that I have read. I find that Ernest was a total crook and his brother Julio was not much better. The brothers really gloss over the screwing that they did to their younger brother. They also gloss over other family members to make themselves look good. They did do a good job of promoting their product and developing beverages that appealed to the mass market (Thunderbird, Ripple, etc) But they did not want the Gallo name associated with many of their products, but went after any person using the word gallo on any products, even people with the name Gallo were not allowed to use their own name on a product. Naturally the book paints the brothers in a good light. From the Gallo perspective it paid to buy politicians, judges, etc to further their goals.1 of 1 people found the following review helpful. Ernest Gallo Huffs and PuffsBy JunkyardDogThis was a good book although I would take much of it with a grain of salt. Ernest Gallo was not a nice guy but you would think he was a saint if you believed what he says about himself. But I love rags to riches stories and the Gallo brothers certainly built an empire out of nothing. If you read this, you should also read Blood Wine, which came across as a more accurate account of the ruthlessness of Ernest Gallo.1 of 1 people found the following review helpful. The truth is probably somewhere in betweenBy J. BandyHaving now read a couple of books about the Gallo brothers, about the only two things I've taken away from the differing stories, are 1) that the truth probably lies somewhere in between the two versions, and 2) no matter what you

believe to be the "truth", there can be no question that Ernest and Julio Gallo were extremely hard workers. Although the story told by the two brothers in this book is obviously self-serving, it is nonetheless quite interesting. It is certainly worth reading if you have any interest at all in the wine industry and/or a study of just plain entrepreneurial drive.

Two brothers who created one of the world's largest and most productive wineries detail their turbulent early lives and their struggle from poverty and tragedy to wealth and success. 35,000 first printing. \$40,000 ad/promo.

From Publishers Weekly The first autobiography, narrated in alternating sections by the sons of Italian immigrants who founded the 62-year-old California Gallo Winery, is both an engrossing business success story and an account of strong fraternal bonding, strengthened by family tragedy. Aply assisted by Henderson (The Sea Will Tell), 85-year-old Ernest (who heads the firm) and younger brother Julio (who died in 1993) recall their early struggles and, following the repeal of Prohibition, the fierce competition they faced-including that of large distillers. The Gallos conducted a publicity campaign to make people "wine conscious" that featured their blended and fortified wines used to make sherry, brandy, Thunderbird, sparkling wine and other drinks. They attribute their position as top-selling vintners to their long-term view, innovative research and sales and marketing savvy-so successful that even Coca-Cola "tried to take us on." Photos not seen by PW. Copyright 1994 Reed Business Information, Inc. From Library Journal This is the story of the largest winery in the world by the two men who built it. The well-written text alternates between Ernest, who handled the marketing, and Julio, who managed the vineyards. One gradually learns a great deal about the wine business, as did the Gallo brothers, who claim to have known little at the beginning; a government pamphlet in the Modesto Public Library showed them the rudiments of winemaking. Their rags-to-riches story takes us from the Depression to the present day, when wine consumption has increased. No matter what new wine product the Gallos produced, they planned carefully and thoroughly, seldom failing. They refused all mergers and anything that would cause them to lose control of their operations. This is indeed their story, so the reader may not be learning all their foibles and failures. Recommended for public and academic libraries. [For another perspective on the Gallos, see Ellen Hawkes's Blood and Wine, LJ 3/15/93.-Ed.]-George M. Jenks, Bucknell Univ., Lewisburg, Pa.--George M. Jenks, Bucknell Univ., Lewisburg, Pa. Copyright 1994 Reed Business Information, Inc. From Booklist Given the publication last year of an unflattering and unauthorized portrait of the Brothers Gallo entitled Blood and Wine, by Ellen Hawkes, and a string of controversies surrounding Ernest's and Julio's treatment of their younger brother, Joseph, this book might better be subtitled "Our Side of the Story." At issue is whether their original winery was part of the business established by their father, making Joseph Jr. a partner, or whether Ernest and Julio built their empire from scratch, learning--as they tell it--to make wine after reading a library book! The two older brothers have also been to court to prevent Joseph from using the Gallo name on the cheese he now sells. Additionally, the Gallos attempt to clarify stories behind their introduction of low-priced, fortified Thunderbird wine, their treatment of Cesar Chavez and the United Farm Workers, and their sometimes stormy relations with marketers, distributors, and advertising agencies. Told simply and disarmingly, with the brothers taking turns in commenting on each topic, the Gallos' story proves an interesting one. David Rouse