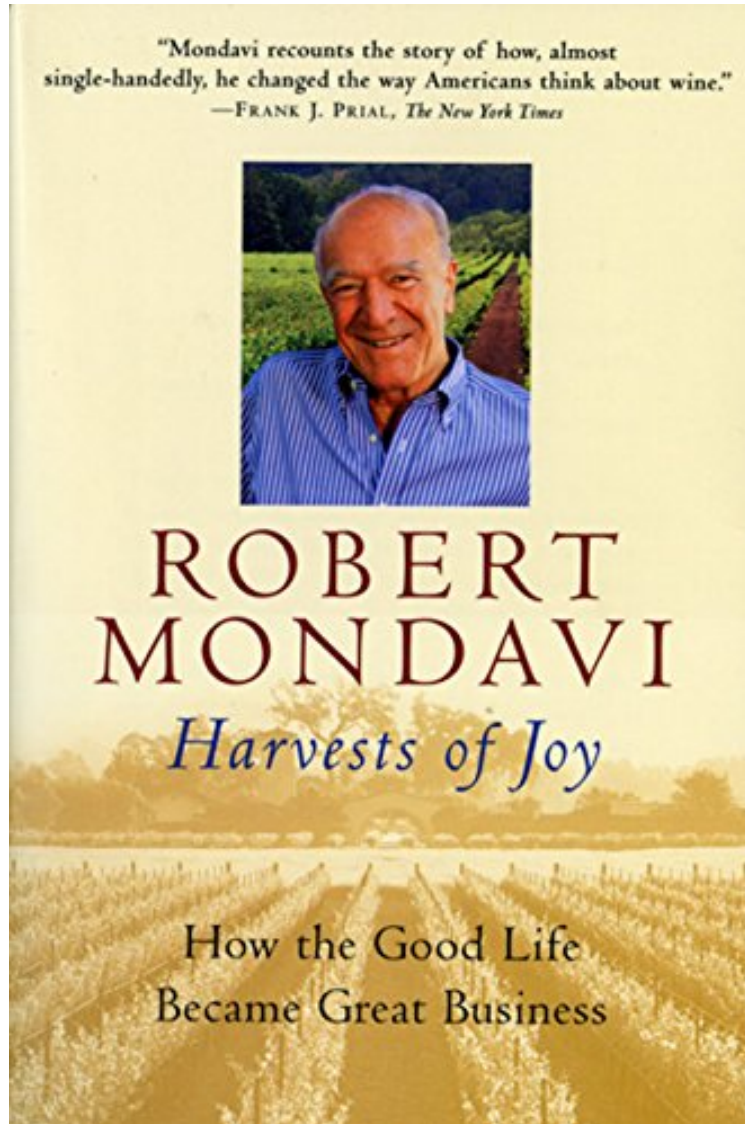


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## Harvests of Joy: How the Good Life Became Great Business

*Robert Mondavi*

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**Robert Mondavi : Harvests of Joy: How the Good Life Became Great Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Harvests of Joy: How the Good Life Became Great Business:

1 of 1 people found the following review helpful. Every time I visit Napa Valley and want to get into the history and increase my appreciation of the place, I read this again By Gary I've read the book a few times. Every time I visit Napa Valley and want to get into the history and increase my appreciation of the place, I read this again. Grant it, the

"history" is 100% slanted through the lens of Robert Mondavi, but I don't mind. If you can see just a little beyond his very mild chest pounding, you can see his great vision for the wine industry in America, and the good he tried to do. Mondavi did a great deal towards instilling our enjoyment of wine and food in the U.S. 0 of 0 people found the following review helpful. Going for the gold ring By Customer An interesting, informative and honest book about the trials, passion and tenacity it takes to start from scratch in the pursuit of professional and personal excellence. A must read if you are interested in wine or have the crazy thought you will retire and start a winery. 0 of 0 people found the following review helpful. An interesting book that tells the story of Napa Valley's ... By Harvey Berger An interesting book that tells the story of Napa Valley's rise in the wine industry and Robert Mondavi's leading role in it. It really reads as though he is talking to you.

In 1965, after a notorious family feud, Robert Mondavi—then fifty-two years old—was thrown out of his family's winery. Far from defeated, Mondavi was dedicated to a vision of creating a superior wine. What has happened since that fateful day is one of the greatest success stories of American business. Today, the Robert Mondavi Winery is one of the most respected in the world, and Mondavi is the man who is most responsible for the worldwide recognition of American wine making, as well as changing America's palate for fine wine and fine food. In *Harvests of Joy*, Mondavi shares how, through his passion for excellence, he achieved this extraordinary position, one he reached not without pain and sacrifice. With invaluable insider tips on his approach to both wine making and to running a business, Mondavi's inspirational story is "a grand example of the fact that in America you can pretty much be, do, or accomplish, whatever you set out to." (Ventura County Star)

.com Wine is Robert Mondavi's business, but it is also his life. The founder of the Robert Mondavi Winery in Napa Valley, now in his mid-80s, tells the story of his business and his life, laying out the lessons he learned in each, with writer Paul Chutkow. Beginning with the legendary fallout in the 1960s with his younger brother and the rest of his family over the direction of the family-owned Charles Krug Winery, Mondavi describes how, at the age of 52, he started the Mondavi Winery, with the vision of making his wines, and those of all California wineries, equal in reputation to France's. The way Mondavi tells it, he almost single-handedly built up not only his business, but also the reputation of Napa Valley as a tourist destination, and of wine as a source of good health. He emphasizes his vision, drive, perfectionism, willingness to innovate, and work ethic, attributing many of his values to his immigrant Italian parents. But Mondavi acknowledges that there were many sour grapes, some of his own sowing: the fallout with his brother that led to a multimillion dollar court settlement, the breakup of his 40-year marriage, the friction between him and his two sons over the winery, and the financial crisis after the company went public in 1993. Now, happily remarried, relations improved with his sons, and the business a successful global corporation, Mondavi sums up his life's lessons: "What you need is common sense, a commitment to hard work and the courage to go your own way." He also highlights 15 basic components of his philosophy of success, such as having confidence in yourself and always staying positive. He writes, "Out of all the rigidities and mistakes of my past, I've learned one final lesson, and I'd like to see it engraved on the desk of every business leader, teacher, and parent in America: The greatest leaders don't rule. They inspire." --Dan Ring From Publishers Weekly In 1965, Mondavi and his brother were doing well running the Charles Krug Winery, which his family had bought some 20 years before. He was 52, hardly the age to start grand schemes such as an entirely new winery; and by his own admission, he's something of a monomaniac, which obviously helped him to establish Robert Mondavi Vineyards, a powerful and revolutionary force in the American wine industry. This book is a fascinating blend of autobiography and the story of how a nascent winery became a formidable challenger to the greatest names in wine making the world over. It assuredly has a place in the Mondavi marketing strategy of educating potential customers about wine. Mondavi also fashions himself a homespun Peter Drucker, dispensing advice on achieving excellence and management success. Despite occasional efforts to acknowledge his overpowering ego, Mondavi is portrayed as a thoroughly driven, egocentric individual who has destroyed much on his road to success. Yet the descriptions of his parents and their immigrant life, the transformation of Napa Valley from sleepy backwater to tourist and boutique winery haven, his relations with many celebrated names in wine and the insider track on 50 years of the American wine business are well worth reading. Regardless of one's feelings toward the man, one cannot help admiring his dogged determination?starting anew at an age when many are retreating into retirement?and his perennial willingness to experiment, take risks and also to share the fruits of his success. Copyright 1998 Reed Business Information, Inc. From Library Journal How Mondavi built one of the country's great wineries, starting at age 52. Copyright 1998 Reed Business Information, Inc.