



Why Mexicans Don't Drink Molson: Rescuing Canadian Business From the Suds of Global Obscurity

Andrea Mandel-Campbell

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A scathing wake-up call castigating the timidity of Canadian companies in international markets, combining bracing analysis and compelling anecdotes with shrewd prescriptions for the future. Canada has all the makings of a global leader, yet it has opted to become a laggard, frittering away its jackpot of rich resources rather than building viable multinationals that are ultimately the country's best defence in a globalized world. Andrea Mandel-Campbell interviews some of Canada's leading executives and behind-the-scenes movers and shakers to reveal the hidden challenges to Canada's global success and the perils of continued complacency.

Why Mexicans Don't Drink Molson: Rescuing Canadian Business From the Suds of Global Obscurity Details

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From Reader Review Why Mexicans Don't Drink Molson: Rescuing Canadian Business From the Suds of Global Obscurity for online ebook

Poncho says

This book was well written but I don't think it gave enough credit to the medium sized companies that do a great job expiring in this country. Molson and other large companies may have been a disappointment but a lot of great people are working really hard doing what is suggested in the book.

J says

This is a funny book that explains pitfalls of Canadians doing business in Latin America. It is a must read for somebody looking to enter the region for business

Jeff Swystun says

I have to state upfront that I was interviewed for this book and am quoted within it. I had written a series of papers on Branding in Canada, as well as, authored the Best Canadian Brands while Global Director of Interbrand. Mandel-Campbell reached out to me and we had a terrific conversation. I would give the book five stars regardless of my participation or point-of-view.

Canada needs to migrate its brand aggressively from a position of abundant natural resources, low-cost manufacturing, and marketing mediocrity. Far too often our innovations are snapped up by foreign companies and their origins or connection to Canada are soon lost. We need to be known for our intellectual capital and business innovation alongside our resources and manufacturing capabilities.

The book remains relevant years after its initial publishing and should be required reading in Canadian business schools, for business leaders and managers, and for our politicians. We cannot afford to be an economy that stands for nothing.

Christine says

This book was a great read, even though it is (relatively) old for a business related book. I enjoyed reading about all of the different forays into international business undertaken by various Canadian and international companies. While I avidly read the news, you don't find this kind of information in the news, making the book a fresh and exciting read. I was a little troubled to have my suspicions about the behaviours of Canadian business people confirmed, but I suppose also happy to know that I haven't been seeing things that aren't there?

I would definitely recommend this to any Canadian, and I think that it has some value for anyone interested

in international business, even if they don't know much about Canada.

Mridul Singhai says

Trash. Badly written. With the flashy title, did a good job at attracting me towards it, but I had to keep it down as I simply could not get myself to read it.

Although the title inspired me to develop a brief addiction to Molson during my time in Canada... :)

Andréa Fehsenfeld says

I read this book years ago but recently re-read it. As a Canadian who works exclusively with Americans, I've often wondered what's in our Canadian kool-aid that makes us collectively less aggressive in business (or in fact, all facets of life.) The book is a series of vignettes touching on different industries and Canadian business case-studies where the phenomenon of wanting to do business within our borders remains one of the most puzzling, and economically damaging, business decisions. Still relevant a decade later, a great book for all Canadian entrepreneurs to read, and learn from.

Jonathan says

Concluding recommendations may be off-the-rack talking points, but that should not dissuade anyone from a hard think about the questions posed in this book: why have so few Canadian companies successfully entered international trade? Why have so many large Canadian companies failed in that goal? For a company largely dependent on primary exports, the failure of our secondary industries (and declining competitiveness even of some primary ones) should be a major object of inquiry.

Bill Smith says

Why Mexicans Don't Drink Molson is still very relevant since it was published back in 2007 and should be required reading for senior business executives, economists and politicians.
