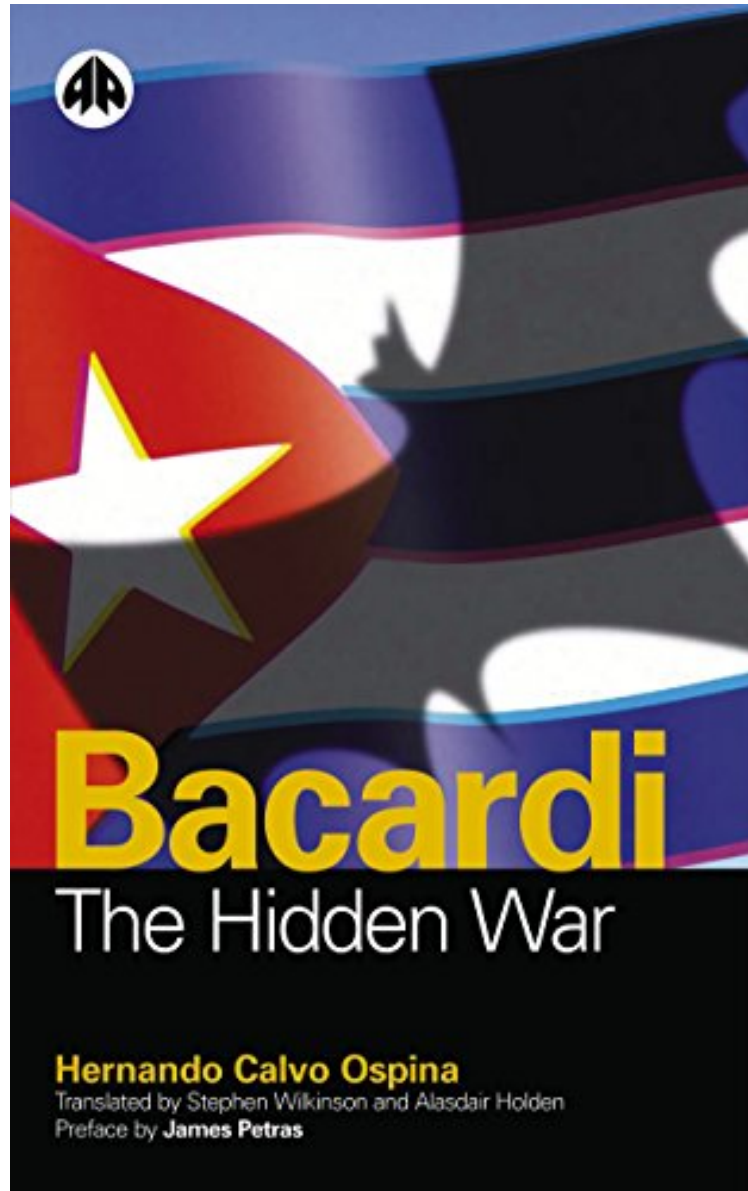


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Bacardi: The Hidden War

Hernando Calvo Ospina

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Hernando Calvo Ospina : Bacardi: The Hidden War before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bacardi: The Hidden War:

1 of 1 people found the following review helpful. Five Stars
By Limeyheart
I wish everyone in Miami would read this book - so interesting and informative
0 of 1 people found the following review helpful. Obviously the work of a socialist with no respect for ...
By Laura Townsend
Obviously the work of a socialist with no respect for capitalism and what it means to build a business from scratch. He glosses over the atrocities of Castro to try to make the case that just

because the Bacardis became rich they did not deserve to have the things they created and to receive justice. 12 of 23 people found the following review helpful. Entering a murky world

By Mr. Patrick A. Harrington

This book explores the murky world of the Bacardi Empire. Bacardi has had dealings with the CIA and the extreme right-wing National Cuban-American Foundation (CANF) as well as links with both political and violent attempts to overthrow the Cuban government. This began almost from the Revolution in January 1959 and has continued to the present day. As the prologue puts it, the book: "raises fundamental issues about the relationship between multinational corporations and imperialist politics, about the instrumental use by the state of private corporations to serve state-directed terrorism." Bacardi has sought to use US laws to put a stranglehold on Cuban trade. This includes sponsoring the Helms-Burton Act that tightens the 40-year blockade. The author comments that "the text is so severe and over-arching that doubtless not even the laws and treaties imposed on African colonies by the European powers have contained such a degree of arrogance and lack of respect for a sovereign nation." Bacardi lawyers were also heavily involved in writing the new trade laws that mean Cuban brands are no longer recognized in the US. Havana Club rum's French partner Pernod-Ricard (the major competitor to Bacardi) has convinced the European Union that such moves are an infringement of fair-trading laws. Bacardi and others are aiming not just to remove Castro from power but establish Cuba as a colony of the US with chosen front men running the place.

The Bacardi empire; rum company is one of the most successful and recognisable brands in the world. It spends millions on marketing itself as the spirit of youth and vitality. But behind its image as a party drink lies a very different story. In this book, investigative journalist Hernando Calvo Ospina brings to light the commercial and political activities of the Bacardi empire to reveal its role in fostering the 40-year long confrontation between the United States and the revolutionary government of Cuba. Through meticulous research, Ospina reveals how directors and shareholders of the family-owned firm have aggressively worked to undermine the Castro government. He explores how they have been implicated in supporting paramilitary organisations that have carried out terrorist attacks, and reveals their links to the extreme right-wing Cuban-American Foundation that supported Ronald Reagan's Contra war in Nicaragua.

Bacardi empire;: The Hidden War explains the company's hand in promoting 'special interest' legislation against its competitor, Havana Club Rum, which is manufactured in Cuba and promoted by the European company Pernod-Ricard. Ospina reveals the implications of Bacardi's involvement in this growing dispute that threatens to create a trade war between America and Europe. Exploring the Bacardi empire's links to the CIA, as well as its inside links with the Bush administration, this fascinating account shows how multinational companies act for political as well as economic interests.

'This fascinating and valuable book throws much needed light on the base and ignoble motives of those, in government and business, who claim to be working to free Cuba from tyranny' -- New Internationalist

'This fascinating and readable account shows how multinational companies act for political as well as economic interests' -- CUBASI

'As an agitational tool in support of any campaigning against the sale of Bacardi rum, Bacardi, The Hidden War is indispensable' -- Red Pepper

About the Author

Hernando Calvo Ospina is a Colombian investigative journalist who specialises in the anti-Castro movement. He is the author of *Salsa, Havana Heat, Bronx Beat* (Latin America Bureau, 1995) and co-author of *The Cuban Exile Movement: Dissidents or Mercenaries?* (Ocean Press, 2000). *Bacardi: The Hidden War* was first published in Spanish and has been translated into French, Dutch, German and Italian. He lives in Brussels.