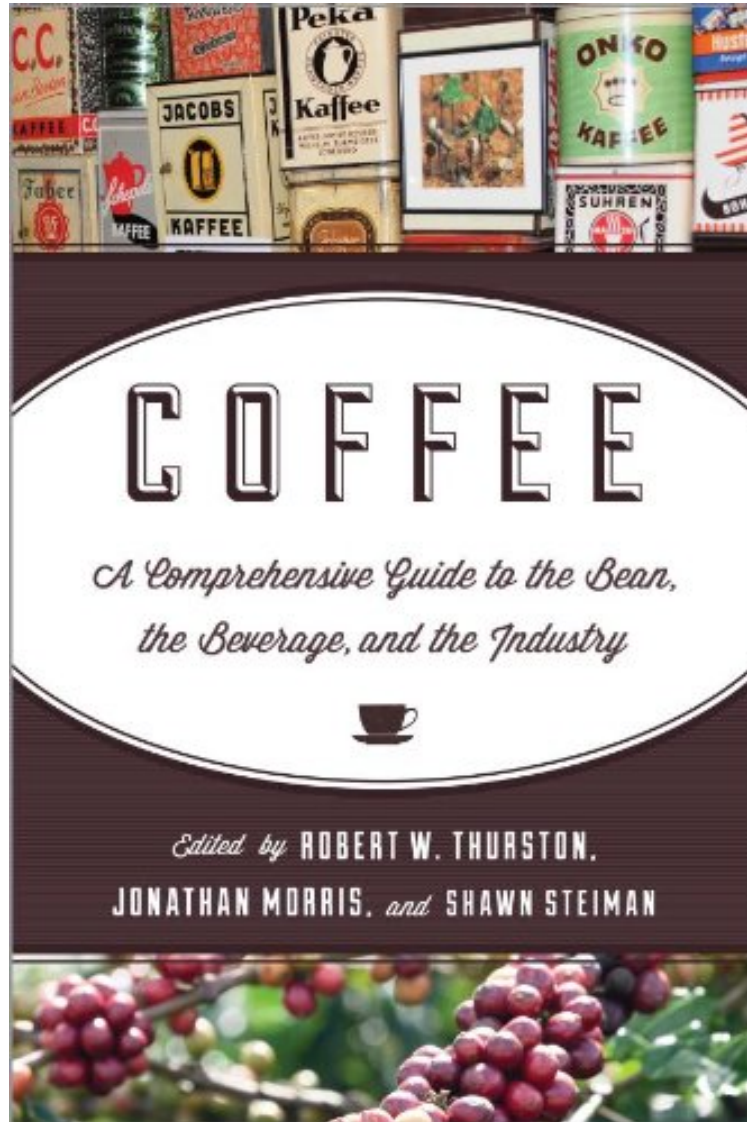


[Library ebook] Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry

Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry

Robert W. Thurston

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Robert W. Thurston : Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry:

0 of 0 people found the following review helpful. This is a good reference book for several aspects of the coffee trade. By Paul V. McDowell This is a good reference book for several aspects of the coffee trade, including the growth cycles of the coffee tree, how the bean is processed, roasted, and marketed, together with case summaries of coffee-

producing and coffee-consuming countries. An edited volume, its contributors provide expertise in its varied disciplines. I find that in some cases, critical information is missing, hence the rating.9 of 9 people found the following review helpful. very comprehensive but not light.By Jae Kyoung HeoIt's a very comprehensive coffee book dealt with from seed to cup as well as environmental and social issues for coffee industry. Especially, about specialty coffee. recommend this book for coffee aficionados.0 of 0 people found the following review helpful. All you need to know to star in coffee!By 3duVery accurate and up to date information. I have successfully tested myself with what I learnt here talking to some people in the industry in several coffee trips and coffee events.

Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry offers a definitive guide to the many rich dimensions of the bean and the beverage around the world. Leading experts from business and academia consider coffee's history, global spread, cultivation, preparation, marketing, and the environmental and social issues surrounding it today. They discuss, for example, the impact of globalization; the many definitions of organic, direct trade, and fair trade; the health of female farmers; the relationships among shade, birds, and coffee; roasting as an art and a science; and where profits are made in the commodity chain. Drawing on interviews and the lives of people working in the business—from pickers and roasters to coffee bar owners and consumers—this book brings a compelling human side to the story. The authors avoid romanticizing or demonizing any group in the business. They consider basic but widely misunderstood issues such as who adds value to the bean, the constraints of peasant life, and the impact of climate change. Moving beyond simple answers, they represent various participants in the supply chain and a range of opinions about problems and suggested solutions in the industry. Coffee offers a multidimensional examination of a deceptively everyday but extremely complex commodity that remains at the center of many millions of lives. Tracing coffee's journey from field to cup, this handbook to one of the world's favorite beverages is an essential guide for professionals, coffee lovers, and students alike. Contributions by: Sarah Allen, Jonathan D. Baker, Peter S. Baker, Jonathan Wesley Bell, Clare Benfield, H. C. "Skip" Bittenbender, Connie Blumhardt, Willem Boot, Carlos H. J. Brando, August Burns, Luis Alberto Cuecuecue, Olga Cuellar, Kenneth Davids, Jim Fadden, Elijah K. Gichuru, Jeremy Haggard, Andrew Hetzel, George Howell, Juliana Jaramillo, Phyllis Johnson, Lawrence W. Jones, Alf Kramer, Ted Lingle, Stuart McCook, Michelle Craig McDonald, Sunalini Menon, Jonathan Morris, Joan Obra, Price Peterson, Rick Peyser, Sergii Reminny, Paul Rice, Robert Rice, Carlos Saenz, Vincenzo Sandalj, Jinap Selamat, Colin Smith, Shawn Steiman, Robert W. Thurston, Steven Topik, Tatsushi Ueshima, Camilla C. Valeur, Geoff Watts, and Britta Zeitemann

In light of today's caffeine-obsessed culture, this new work focusing on coffee production and consumption is highly interesting and informative. The book is composed of 63 relatively short chapters gathered into five overall sections, beginning with 'The Coffee Business' and 'The State of Trade.' The trade section includes chapters on each of the world's seven major coffee-growing areas and nine of the biggest coffee-consuming countries. The third section focuses on coffee's history and coffee (and coffeehouse) culture, followed by a section on coffee qualities, including health aspects. The book concludes with an exploration of coffee's future. This is not a compendium of academic papers, as are so many edited collections these days. Chapters, contributed by experts in their respective fields, are written in an engaging, accessible style. They are well researched and often include an extensive notes section at the end. Black-and-white photos, maps, graphs, and other illustrations are interspersed, depending on the topic. A glossary and detailed index round out the text. Summing Up: Highly recommended. All public and academic library collections. (CHOICE)This massive volume is truly comprehensive, examining coffee from soil to cup. [The authors] have pulled together 63 essays that address agriculture, economics, gender, culture and history, assessment of quality, effects on health, and future research and development of the coffee bean and coffee production. The authors include coffee farmers, scientists, industry leaders, journalists, historians, and even a mechanical engineer. In addition, there are country profiles providing detailed information about both coffee-producing and coffee-consuming countries (e.g., Vietnam, Brazil, Italy, Germany, Colombia, the United States) that cover subjects such as the history of coffee in the region, climate, business costs, companies in the marketplace, and trends in consumption. The pieces vary in length, depth, and quality: some are familiar and casual, while others have a more scholarly bent. . . . For those who have a serious coffee addiction, the book offers a wealth of content. (Library Journal)This comprehensive guide to the coffee bean and the beverage itself includes contributions from leading experts in business and academia. They consider the history, global spread, preparation, marketing, and social issues that surround coffee today. The book also includes interviews with people who work in the business, from pickers to roasters, to bring a human side to the story. By tracing coffee's journey from field to cup, the editors work to create a guide for professionals, coffee lovers, and students to help them better understand their favorite beverage. (Specialty Coffee Retailer)Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry [is] a real heavyweight. The authors. . . point out that they consider the work to be 'a handbook', and so using the book as a dip-in becomes perfectly legitimate. . . This book works very well indeed. (Caffegrave; Culture)One of the very best coffee books to be released in a very long time. (Barista Magazine Blog)A must read for all coffee people.... Not only does this book include an amazing and global

perspective of the bean that became one of the world's most popular beverages, but also discusses all of the major coffee growing countries in detail from Guatemala to Ethiopia. (Portland Book)A gift to every coffee lover and scholar: this monumental guidebook takes the reader from seed to cup, with stops in every time and place where coffee is significant. Even coffee fanatics will find many stories and details to savor in this rich and rewarding collection. (Richard Wilk, Indiana University)Thurston and his colleagues have produced a welcome up-to-date vade mecum on the subject of coffee in all its manifestations. Readable, useful, and to the point, it will answer nearly everybody's questions about this enigmatic beverage. (Sidney W. Mintz, anthropologist, Johns Hopkins University; author of *Three Ancient Colonies*, *Caribbean Themes and Variations* and *Sweetness and Power*)About the AuthorRobert W. Thurston is Phillip R. Shriver Professor of History at Miami University. Jonathan Morris is research professor of modern European history at the University of Hertfordshire. Shawn Steiman is owner of Coffea Consulting, Honolulu, Hawaii.