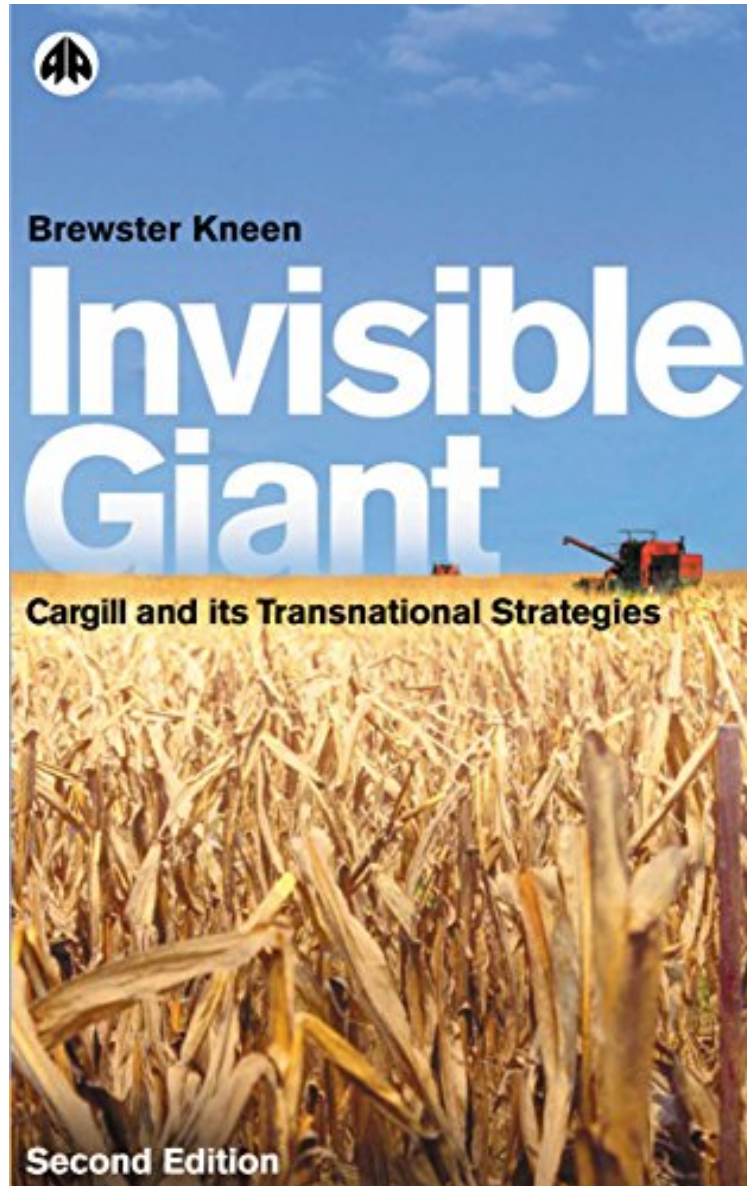


(Free) Invisible Giant: Cargill and Its Transnational Strategies

Invisible Giant: Cargill and Its Transnational Strategies

Brewster Kneen

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Brewster Kneen : Invisible Giant: Cargill and Its Transnational Strategies before purchasing it in order to gage whether or not it would be worth my time, and all praised Invisible Giant: Cargill and Its Transnational Strategies:

2 of 2 people found the following review helpful. Great research and detail lacks a conceptual framework By Steven Forth
A compilation of information on Cargill, the world's largest private company. Needs a better analytical framework but there is a lot of important information here about how global food production is organized. Cargill's ability to think of the world in terms of production basins, water-borne transportation routes and consumption centers

is useful, shows why Cargill needs to be a transnational. The use of IP to mean 'identity preserved' is a good indication of the importance of provenance to the future of the food system. It was also interesting to think about how Cargill organizes its value web to manage risk, and frequently to off load risk to smaller players who are not in a position to say no. The author slips in the occasional value judgement, and I tend to agree with them, but he does not do the extra work to justify them. Five stars for research, two stars for organization and analysis, rounded up to four stars. 34 of 36 people found the following review helpful. A Glimpse Inside the Giant By John D. Longwell No other company epitomizes the global concentration in worldwide commodity trading and processing like Cargill. Although it's the largest privately-held company in the world, few people realize the scope of Cargill's activities or its influence on the food we eat and even the salt we put on our roads in the wintertime. Kneen's second edition of this book, published in early 2002, is timely and poignant. Even though at times it reads almost like a textbook, Kneen's work meticulously describes Cargill's business segments and its geographic reach. Cargill's classic approach is to enter a market in a modest way and establish a "beachhead." From there, it expands its ownership and influence, often becoming the dominant force in an industry. In addition, Cargill has the political muscle to affect public policy towards trade and agriculture, not only at the Federal level in the U. S., but also through state, provincial and local governments worldwide. Although no fan of Cargill or big agribusiness in general, Kneen nevertheless presents a fairly balanced, at times almost antiseptic analysis of this secretive and very powerful company. I recommend this book to anyone interested in the influence of large corporations on key economic sectors - especially agriculture. 0 of 0 people found the following review helpful. Two Stars By Tom C. Veblen Something of a jumble.

'Kneen has published a detailed study of of the gargantuan Cargill corporation ... This is a book for activists. Kneen has crawled into the belly of the beast, as it were, and (in very readable prose) had described what he saw there ... Kneen's Invisible Giant details the ethos, priorities, strategies and goals of transnational corporations as seen in a single paradigmatic example ... His work is the more amazing given Cargill's general secrecy. People who are concerned about the influence of corporations on civic institutions, on economic security, on the well-being of the environment, and who are interested in working to change that influence could hardly find a better primer on corporate thinking and conduct than this book' The Boycott Quarterly (US) Transnational corporations straddle the globe, largely unseen by the public. Cargill, with its headquarters in the US, is the largest private corporation in North America, and possibly in the world. Cargill trades in food commodities and produces a great many of them: grains, flour, malt, corn, cotton, salt, vegetable oils, fruit juices, animal feeds, and meat. Among its most profitable activities is its trade in the global financial markets. There are few national economies unaffected by Cargill's activities, and few eaters in the north whose food does not pass through Cargill's hands at some point. Yet Cargill remains largely invisible to most people and accountable to no one outside the company. This is the second edition of an explosive book that breaks the silence on the true extent of Cargill's power and influence worldwide -- its ability to shape national policies, and the implications of these strategies for all of us. Thoroughly revised and updated, Kneen's new book offers shocking new evidence of Cargill's activities since the book was first published in 1995. He examines how it has succeeded in eliminating competition by undertaking joint ventures with virtually all of its supposed competitors. He shows how this massive corporation continues to acquire and divest, extending its grip even further in what amounts to almost total control of the global food system.

"Cargill's secret is hiring good people and giving them a real challenge, so they'll rise to it," says Brewster Kneen, author of the recently published second edition of "Invisible Giant." One trader in his mid-20s was handed \$30 million and told to build a bond portfolio from scratch. He did." -- Forbes Magazine "People who are concerned about the influence of corporations on civic institutions, on economic security, on the well-being of the environment, and who are interested in working to change that influence could hardly find a better primer on corporate thinking and conduct than this book." -- The Boycott Quarterly "Brewster Kneen's strong analysis of Cargill should be required reading for anyone interested in how we get our food." -- Catholic New Times "An excellent book which draws readers into an Orwellian 1984 environment and leaves shivers. Don't read it alone." -- Republican News Anything one person wanted to know about Cargill -- the world's largest grain trader, the largest privately held US company, one of the world's largest salt traders - can be found in one handy source, Brewster Kneen's Invisible Giant... It brings to the public information that is absolutely critical to know, but that is hidden from all but the most diligent researchers. In order for all of us to understand and engage in our food and agriculture system, we need to have this information. Read it for your own good! -- Cropchoice.com About the Author Brewster Kneen is Canada's foremost analyst and critic of agribusiness. He has written several books on different aspects of food and its production and also publishes a monthly newsletter, The Ram's Horn.