

Built on Chocolate: The Story of the Hershey Chocolate Company

James D. McMahon Jr.

General Publishing Group (December 1998)

\$35.00 (208pp)

978-1-57544-033-0

Chocolate lovers aren't the only readers that will find this book about the Hershey Chocolate Company and its founder to be a treat, as it is a fascinating history of a man and how he turned his vision into a reality. It is an inspirational story of how Milton Hershey built on his desire to start his own confectionery business and despite two early business failures persevered to become one of the nation's premier candy manufacturers and urban planners.

James D. McMahon, Jr., curator of collections and exhibitions at the Hershey Museum in Pennsylvania, enlivens his book with hundreds of photographs of Hershey packaging, advertising and related memorabilia from the Museum and community archives. One can't get a full appreciation for the book until reviewing the visual examples of how the Hershey products evolved over the years and adapted to changing market conditions and consumer taste. It accurately reflects the marketing genius of Milton Hershey and his philanthropic efforts to provide for the community which included the residents of Hershey, Pennsylvania, the town that he was instrumental in developing around his Derry Township factory.

This is a nostalgic look at a true American success story, featuring a product that still has nationwide appeal today, with a message for today's entrepreneurs that persistence can definitely pay off.

(January / February 1999)

Disclosure: This article is not an endorsement, but a review. The publisher of this book provided free copies of the book to have their book reviewed by a professional reviewer. No fee was paid by the publisher for this review. Foreword Reviews only recommends books that we love. Foreword Magazine, Inc. is disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255.