



Meßmer: Vom Zauber einer Weltmarke (German Edition)

Stefanie Maeck

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Mit der Eröffnung eines Kolonialwarenladens im Jahr 1852 in der mondänen Stadt Baden-Baden, legt Eduard Messmer den Grundstein für einen weltumspannenden Teekonzern. Als er den deutschen Kaiser aus seinem Tee-Notstand befreit und zu dessen Hoflieferant wird, wird das die Sternstunde der Firma: Messmers Kaisertee wird schnell zum begehrten Produkt. Sein philosophisch gebildeter Sohn Otto erweist sich als wahres Verkaufs- und Werbegenie - er lässt die Marke schützen und legt den Grundstein der heutigen Markengeschichte. Faszinierende, innovative und charismatische Unternehmerpersönlichkeiten treten auf, bis sich die Geschichte des Hauses Messmer 1990 mit einem anderen Familienunternehmen verbindet: der Ostfriesischen Teegesellschaft. Das Buch zeichnet die Geschichte der »Teemänner« nach, die Kriegswirren und Wirtschaftswunder hinter sich gelassen haben und deren Unternehmen heute unter dem Dach der Laurens Spethmann Holding von internationaler Bedeutung ist. Die Geschichte Meßmers ist spannend wie ein Wirtschaftskrimi und erzählt zugleich von erfolgreichen Unternehmerpersönlichkeiten und ihren Familien, die mit viel Leidenschaft den Tee in die Welt gebracht haben.

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