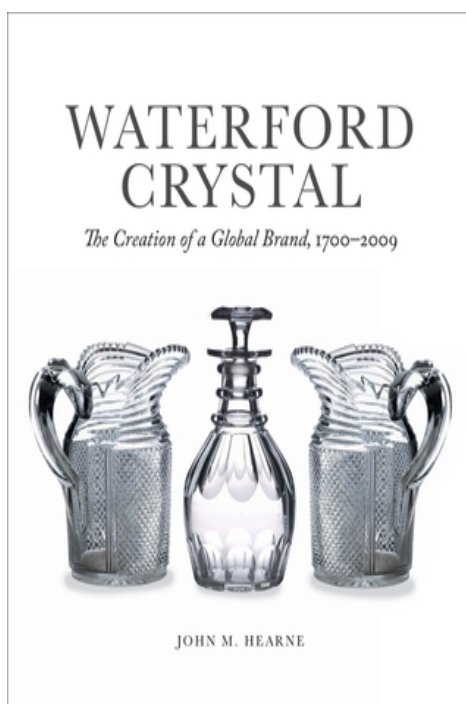


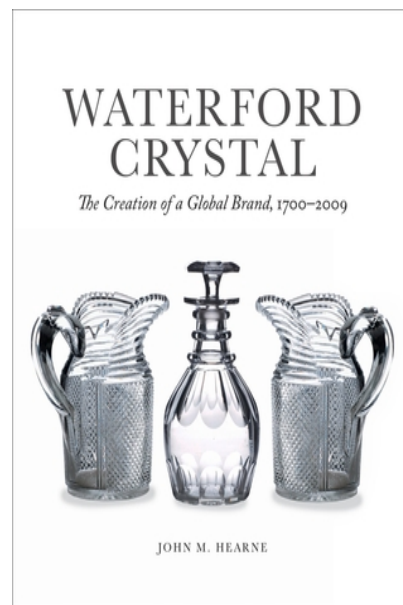
Leer libros Waterford Crystal: The Creation of a Global Brand

By John M. Hearne



Waterford Crystal is the first ever fully illustrated history of Ireland's most iconic cut-glass manufacturer, its name synonymous with high-end glassmaking throughout the world. Former Waterford glass cutter and local historian, John Hearne, explores how the art of glassmaking first arrived in Waterford at the turn of the sixteenth century. Hearne reveals how Waterford Crystal developed as a brand under the guidance of skilled artisans and shrewd business leaders with an eye for ingenuity. Waterford Crystal also examines the brand's failures—dubious accountancy practices that led to a long and bitter strike in 1990; the avarice and self-aggrandisement that ultimately led to the company's demise in 2009. Preserving the memory and legacy of Waterford Crystal for future generations of glassmaking, Hearne pays tribute to some of the finest artisans Ireland has ever produced.

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