



# Bacardi and the Long Fight for Cuba: The Biography of a Cause

*By Tom Gjelten*

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A unique history of Cuba, captured in the life and times of the famous rum dynasty The Bacardis of Cuba, builders of a rum distillery and a worldwide brand, came of age with their nation and helped define what it meant to be Cuban. Across five generations, the Bacardi family has held fast to its Cuban identity, even in exile from the country for whose freedom they once fought. Now National Public Radio correspondent Tom Gjelten tells the dramatic story of one family, its business, and its nation, a 150-year tale with the sweep and power of an epic. The Bacardi clan--patriots and bon vivants, entrepreneurs and intellectuals--provided an example of business and civic leadership in its homeland for nearly a century. From the fight for Cuban independence from Spain in the 1860s to the rise of Fidel Castro and beyond, there is no chapter in Cuban history in which the Bacardis have not played a role. In chronicling the saga of this remarkable family and the company that bears its name, Tom Gjelten describes the intersection of business and power, family and politics, community and exile.

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