

The Pest Detectives: The Definitive Guide to Rentokil



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THE PEST DETECTIVES: THE DEFINITIVE GUIDE TO RENTOKIL



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Brightword Publishing. Hardcover. Condition: New. 296 pages. Dimensions: 8.3in. x 5.9in. x 0.9in.No need to wait with bated breath, at last the definitive history of the worlds best-known pest control business is here. The Pest Detectives tells the true story of a great and innovative brand over its 90-year history. Its a tale of fascinating characters and outstanding achievements. From the brilliant yet tragic figure of Harold Maxwell-Lefroy, Britains first Imperial Entomologist and one of the foremost scientific minds of the early 20th century; to the formidable Bessie Eades, a tireless female entrepreneur who more than held her own by wheeler-dealing in a mans world. From Anglophile Danish expat Karl Gustav Anker-Petersen, an authoritarian with a taste for the finer things in life who built a pest control powerhouse and relocated it to a splendid English country house (he also happened to be an indefatigable fundraiser for the purchase of Spitfires during WWII); to a pivotal merger in the 50s, rapid internationalisation in the 60s, market-leading R and D, diversification on a grand scale in the 80s and 90s and finally a renewed focus on what Rentokil has always done best: pest control of the highest standard. This is a book about how leading businesses are built and run, and much more. Its a story about the people at the frontline of Rentokil - the pest detectives. How business has changed over 90 years and how society has changed. Of course, what hasnt changed The pests. This book also tells you all about them from the experts and contains a handy guide to common household pests - and what to do about them. Rentokil has never been averse to exploiting the power of publicity, as shown by its historic Real Pied Piper of Hamelin campaign and todays pop-up Pestaurants, catching...



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