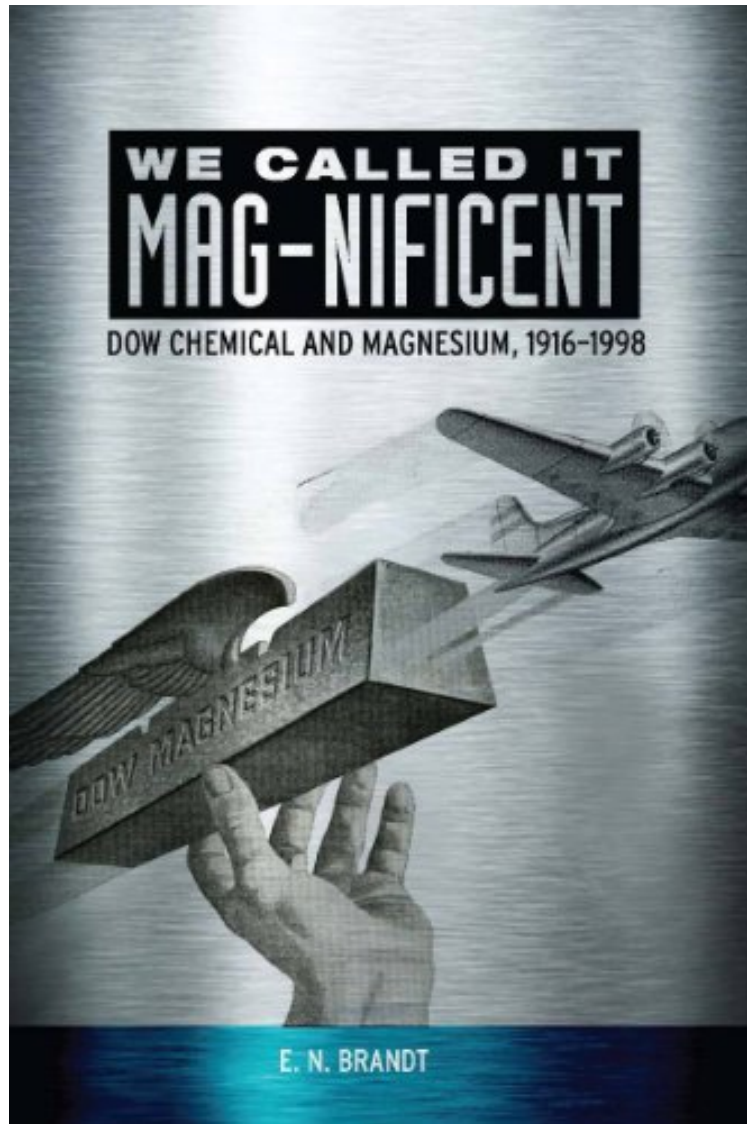


(Download) We Called it MAG-nificent: Dow Chemical and Magnesium, 1916-1998

We Called it MAG-nificent: Dow Chemical and Magnesium, 1916-1998

E. N. Brandt

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E. N. Brandt : We Called it MAG-nificent: Dow Chemical and Magnesium, 1916-1998 before purchasing it in order to gage whether or not it would be worth my time, and all praised We Called it MAG-nificent: Dow Chemical and Magnesium, 1916-1998:

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specifically for that purpose in Freeport, TX. Amazing stuff! 0 of 0 people found the following review helpful. good read for dow history By Jeff Krueger good price, book was in excellent condition, already knew a lot of dow history, this filled in the blanks, my father loved it. thank you 0 of 0 people found the following review helpful. History of Dow Chemicals' manufacture of magnesium during 20th Century By E. Jaksetic This book mdash; written by the Dow Chemical company historian mdash; explores the history of Dow Chemicals' efforts to manufacture magnesium from 1916 to 1998. The author discusses, in detail, how Dow Chemical: (1) engaged in the research and development of techniques to extract magnesium from brine; (2) improved the efficiency of its production of magnesium; (3) coped with the hazards of producing magnesium; (4) produced magnesium for the United States military; (5) sought other commercial uses for magnesium; and (6) decided to cease producing magnesium in the late 1990s. Generally written in dry, occasionally technical prose, the book is made more readable by occasional anecdotes and interesting biographical asides about various people involved in the history of Dow Chemicals' activities with magnesium. The book is too dry and technical for casual reading. It would be suitable for readers interested in a scholarly, technical look at: (i) a part of the history of Dow Chemical; (ii) a history of magnesium manufacture during the 20th Century; or (iii) a case study of industrial problem solving and technological innovation.

During World War I, in 1916, Herbert Dow, founder of The Dow Chemical Company, received news of "star shells," weapons that glowed eerily as they descended over the trenches of the enemy, making them easier to attack. The critical component in these flares was magnesium, a metal that was suddenly in great demand. Dow, along with a half-dozen other U.S. firms, swiftly began manufacturing magnesium, but by 1927 Dow was the only U.S. company still in the business. Dow's key innovation was a method of extracting the metal from seawater, an engineering accomplishment finally achieved at Freeport, Texas, only eleven months prior to the Pearl Harbor attack. Dow was the principal supplier of magnesium for U.S. and British planes during World War II, a distinction that ironically yielded an indictment from the U.S. government on monopoly charges. The company eventually became the world's largest manufacturer of magnesium until 1990, when the Chinese entered the market and offered the metal at rock-bottom prices. Dow quietly ended its production of magnesium in 1998. Brandt's history is an engaging look at Dow's eighty-three-year romance with this remarkable metal.

About the Author E. N. Brandt has been the company historian of Dow Chemical since 1983. A journalism graduate of Michigan State University, he served as a U.S. Army officer in World War II, as a United Press correspondent, and as a U.S. State Department employee in Europe before joining Dow's public relations department in 1953.