Abstrakt

This thesis is a case study of the Schareholding brewery in Smíchov in the years 1918-1948. It not only focuses upon its contribution to the business history in interwar Czechoslovakia, but also charts its transition from a successful joint-stock company with a full market economy to a mixed economic system with central planning. The development of the company is the development of the company is examined through the analysis of business strategy, looking at the approaches of the shareholders and management regarding investment, modernization, division of profits, lending tools and support sales. Attention is also paid to the business mentality of the company's management and its development at the time of the First Republic. The work also provides an insight into business in Czech society during the interwar period and is a contribution to the history of the Czech brewing industry.