

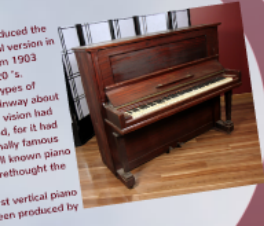
# Steinway & Sons: Buying a Legend





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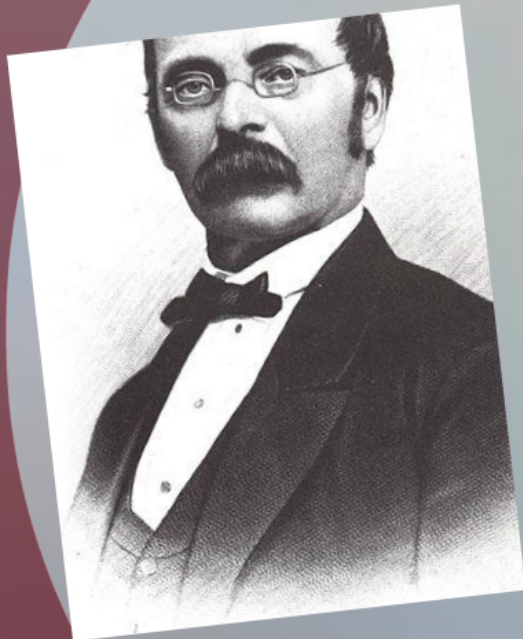
# STEINWAY AND SONS



nd is that many Asian piano rers arose. Four Asian companies (amaha, Kawai, Young Chang and n trend in the industry market was the market size. With countries such as ea, Japan, and China representing a portion of the market. nal trend, Steinway and Sons grand verticals were priced from \$11,900 to 000, and Boston pianos were priced 995 to over \$30,000







- Steinway and Sons was founded in New York City by Henry Engelhard Steinway in 1853.
- German immigrant
- Second factory was opened in Hamburg in 1880