

Access Free For God Country
And Coca Cola The
Unauthorized History Of The
For God Country And
Great American Soft Drink And
Coca Cola The
The Country That Makes It
Unauthorized History Of
The Great American Soft

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And Coca Cola The

Drink And The Company

That Makes It

Uncovering family tensions and questionable tactics, this unauthorized history traces the evolution of Coca-Cola from its

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It*
*quiet beginnings to the influential
giant of today*

*This advertising art history of the
Coca-Cola Company, from pin-up
girls to Hollywood celebrities to
Santa Claus, is traced in this first-
ever art book licensed for*

Access Free For God Country And Coca Cola The

*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It*
*publication by the Coca-Cola
Company. This hardcover edition
includes an embossed jacket and
500 color illustrations.*

*Counter-Cola charts the history of
one of the world's most influential
and widely known corporations,*

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The Coca-Cola Company. Over the past 130 years, the corporation has sought to make its products, brands, and business central to daily life in over 200 countries. Amanda Ciafone uses this example of global capitalism to reveal the

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It*

*pursuit of corporate power within
the key economic
transformations—liberal,
developmentalist, neoliberal—of
the twentieth and twenty-first
centuries. Coca-Cola's success has
not gone uncontested. People*

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*throughout the world have
redeployed the corporation, its
commodities, and brand images to
challenge the injustices of daily life
under capitalism. As Ciafone
shows, assertions of national
economic interests, critiques of*

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*cultural homogenization, fights for
workers' rights, movements for
environmental justice, and
debates over public health have
obliged the corporation to justify
itself in terms of the common
good, demonstrating capitalism's*

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*imperative to either assimilate
critiques or reveal its limits.*

*"Abbie Hoffman, Yippie non-leader,
notorious dope addict and up-and-
coming rock group (the WHAT), is
currently on trial with seven others
for conspiracy to incite riot during*

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the Democratic Convention. When he returned from the Woodstock Festival he had five days before leaving for Chicago to prepare for the trial. Woodstock Nation, which the author wrote in longhand while lying upside down, stoned, on the

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floor of an unused office of the
publisher, is the product of those
five days. Other works by Mr.

Hoffman include *Revolution for the
Hell of It and Fuck the System*,
which he describes as a "tender
love epic". "-- Back cover.

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*The Collected Poems of Frank
O'Hara*

An Advertising Art History

A Novel

Counter-Cola

Chasing Liberty in the Land of Fear

How Coca-Cola Learned to

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Combine Scale and Agility (and
How You Can Too)

Inside Coca-Cola

*The story of soda is the story of the
modern world, a tale of glamorous
bubbles, sparkling dreams, big
bucks, miracle cures, and*

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*spreading waistlines. Fizz: How
Soda Shook Up the World charts
soda's remarkable, world-changing
journey from awe-inspiring natural
mystery to ubiquitous presence in
all our lives. Along the way you'll
meet the patent medicine peddlers*

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*who spawned some of the world's
biggest brands with their all-
healing concoctions, as well as the
grandees of science and medicine
mesmerized by the magic of
bubbling water. You'll discover
how fizzy pop cashed in on*

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*Prohibition, helped presidents
reach the White House, and
became public health enemy
number one. You'll learn how
Pepsi put the fizz in Apple's
marketing, how Coca-Cola joined
the space race, and how soda's*

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*sticky sweet allure defined and built
nations. And you'll find out how an
alleged soda-loving snail rewrote
the law books. Fizz tells the
extraordinary tale of how a
seemingly simple everyday
refreshment zinged and pinged over*

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*our taste buds and, in doing so,
Great American Soft Drink And
changed the world around us.*

*"Citizen Coke demonstrate[s] a
The Company That Makes It
complete lack of understanding
about . . . the Coca-Cola
system—past and present." —Ted
Ryan, the Coca-Cola Company*

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How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke's success was its strategy, from the start, to offload costs and

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*risks onto suppliers, franchisees,
and the government. For most of its
history the company owned no
bottling plants, water sources,
cane- or cornfields. A lean
operation, it benefited from public
goods like cheap municipal water*

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and curbside recycling programs.
Great American Soft Drink And
Its huge appetite for ingredients
The Company That Makes It
gave it outsized influence on
suppliers and congressional
committees. This was Coca-Cola
capitalism. In this new history
Bartow J. Elmore explores Coke*

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The Company That Makes It*
*through its ingredients, showing
how the company secured massive
quantities of coca leaf, caffeine,
sugar, and other inputs. Its growth
was driven by shrewd leaders such
as Asa Candler, who scaled an
Atlanta soda-fountain operation*

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*into a national empire, and “boss”
Robert Woodruff, who nurtured
partnerships with companies like
Hershey and Monsanto. These
men, and the company they helped
build, were seen as responsible
citizens, bringing jobs and*

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*development to every corner of the
globe. But as Elmore shows, Coke
was usually getting the sweet end of
the deal. It continues to do so.*

*Alongside Coke's recent public
investments in water purification
infrastructure, especially in Africa,*

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*it has also built—less publicly—a
rash of bottling plants in
dangerously arid regions. Looking
past its message of corporate
citizenship, Elmore finds a strategy
of relentless growth. The costs shed
by Coke have fallen on the public*

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*at large. Its annual use of many
billions of gallons of water has
strained an increasingly scarce
global resource. Its copious
servings of high-fructose corn
syrup have threatened public
health. Citizen Coke became a*

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*giant in a world of abundance. In a
world of scarcity it is a strain on
resources and all who depend on
them.*

*From top experts in the field, the
definitive guide to grant-writing*

Written by two expert authors who

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*have won millions of dollars in
government and foundation grants,
this is the essential book on*

*securing grants. It provides
comprehensive, step-by-step guide
for grant writers, including vital up-
to-the minute interviews with grant-*

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*makers, policy makers, and
Great American Soft Drink And
nonprofit leaders. This book is a
The Company That Makes It
must-read for anyone seeking
grants in today's difficult economic
climate. The Only Grant-Writing
Book You'll Ever Need includes:
Concrete suggestions for*

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*developing each section of a
proposal Hands-on exercises that
let you practice what you learn A
glossary of terms Conversations
with grant-makers on why they
award grants...and why they don't
Insights into how grant-awarding*

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is affected by shifts in the economy
'Sharp, funny, engaging'
Financial Times Discover the
second gripping novel in Louis de
Bernières' satirical tragic, hilarious
South American trilogy. Dionisio
Vivo, a South American lecturer in

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*philosophy, is puzzled by the bodies
that keep turning up outside his
front door. To his friend, Ramon,
one of the few honest policemen in
town, the message is all too clear:
Dionisio's letters to the press,
exposing the drug barons, must*

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*stop; and although Dionisio
manages to escape the hit-men sent
to get him, he soon realises that
others are more vulnerable, and his
love for them leads him to take a
colossal revenge.*

Elvis, Jesus & Coca Cola

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*The Inspiration for the Feature
Film "The United States vs. Billie
Holiday"*

Blitzed

*The Dirty Truth Behind the
World's Favorite Soft Drink
IBM*

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*Angelo Mariani's Miraculous
Elixir and the Birth of Modern
Advertising*

*Reflections on Sacred Drugs,
Mysticism, and Science*

The New York Times
Bestseller What if

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everything you think you
know about addiction is
wrong? Johann Hari's
journey into the heart
of the war on drugs led
him to ask this
question--and to write

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the book that gave rise
to his viral TED talk,
viewed more than 62
million times, and
inspired the feature
film The United States
vs. Billie Holiday and

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the documentary series
The Fix. One of Johann
Hari's earliest memories
is of trying to wake up
one of his relatives and
not being able to. As he
grew older, he realized

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he had addiction in his family. Confused, not knowing what to do, he set out and traveled over 30,000 miles over three years to discover what really causes

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addiction--and what
really solves it. He
uncovered a range of
remarkable human
stories--of how the war
on drugs began with
Billie Holiday, the

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great jazz singer, being stalked and killed by a racist policeman; of the scientist who discovered the surprising key to addiction; and of the countries that ended

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their own war on
Great American Soft Drink And
drugs--with
The Company That Makes It
extraordinary results.

Chasing the Scream is
the story of a life-
changing journey that
transformed the

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addiction debate
Great American Soft Drink And
internationally--and
The Company That Makes It
showed the world that

the opposite of
addiction is connection.
A history of one of the
most influential

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American companies of
the last century. For
decades, IBM shaped the
way the world did
business. IBM products
were in every large
organization, and IBM

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corporate culture established a management style that was imitated by companies around the globe. It was "Big Blue," an icon. And yet over the years, IBM has gone

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through both failure and
success, surviving
flatlining revenue and
forced reinvention. The
company almost went out
of business in the early
1990s, then came back

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strong with new business
Great American Soft Drink And
strategies and an
The Company That Makes It
emphasis on artificial

intelligence. In this
authoritative,
monumental history,
James Cortada tells the

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The Company That Makes It

story of one of the most
influential American
companies of the last
century. Cortada, a
historian who worked at
IBM for many years,
describes IBM's

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technology
breakthroughs, including
the development of the

punch card (used for
automatic tabulation in
the 1890 census), the
calculation and printing

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of the first Social
Great American Soft Drink And
Security checks in the
The Company That Makes It
1930s, the introduction
of the PC to a mass
audience in the 1980s,
and the company's shift
in focus from hardware

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to software. He
discusses IBM's business
culture and its
orientation toward
employees and customers;
its global expansion;
regulatory and legal

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issues, including
antitrust litigation;
and the track records of
its CEOs. The secret to
IBM's unequalled
longevity in the
information technology

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market, Cortada shows,
is its capacity to adapt
to changing
circumstances and
technologies.

The first book by a Coca-
Cola CEO tells the

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The Company That Makes It

remarkable story of the
company's revival
Neville Isdell was a key
player at Coca-Cola for
more than 30 years,
retiring in 2009 as CEO
after regilding the

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tarnished brand image of
the world's leading soft-
drink company. This
first book by a Coca-
Cola CEO tells an
extraordinary personal
and professional world-

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wide story, ranging from
Northern Ireland to
The Company That Makes It
South Africa to
Australia, the
Philippines, Russia,
Germany, India, South
Africa and Turkey.

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Isdell helped put out
huge public relations
fires (India and
Turkey), opened
markets(Russia, Eastern
Europe, Philippines and
Africa), championed

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The Company That Makes It

Muhtar Kent, the current
Turkish-American CEO,
all while living the
ideal of corporate
responsibility.

Isdell's, and Coke's,
story is newsy without

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being gossipy;
Great American Soft Drink And
principled without being
The Company That Makes It
preachy. Inside Coca-

Cola is filled with
stories and lessons
appealing to anybody who
has ever taken "the

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The Company That Makes It

pause that refreshes."
It's also a readable and
important look at how
companies can market and
govern themselves more-
ethically and to great
success.

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Explores the origins and
evolution of eleven
visual iconic images
still found in today's
culture, including
Jesus, the Coke bottle,
and Einstein's famous

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equation, e equals mc
squared.
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The Company That Makes It

Coca-Globalization
A History of the World
in Six Glasses

Hershey

The Unauthorized History

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of the Great American
Soft Drink and the
Great American Soft Drink And
The Company That Makes It
Company that Makes it
Following Soft Drinks
from New York to New
Guinea

A Global History

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Victims of Memory:
Great American Soft Drink And
Incest Accusations and
The Company That Makes It
Shattered Lives

"Expert advice from Coca-Cola's vice
president of Innovation and
Entrepreneurship: Learn how Coca-
Cola uses design to grow its business by

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combining the advantages of scale with the agility to respond to fast-changing market conditions. In today's world, every company is at risk of having a "Kodak Moment"--Watching its industry and the competitive advantages it has developed over years, even

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decades, vanish overnight. The reason?
An inability to adapt quickly to new
business realities. Established
companies are at risk, but it's no easier
being an agile startup, because most of
those fail due to their inability to scale.
Tomorrow's business

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winners--regardless of size or
Great American Soft Drink And
industry--will be the ones that know
The Company That Makes It
how to combine scale with agility. In
Design to Grow, a Coca-Cola senior
executive shares both the successes and
failures of one of the world's largest
companies as it learns to use design to

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be both agile and big. In this rare and unprecedented behind-the-scenes look, David Butler and senior Fast Company editor, Linda Tischler, use plain language and easy-to-understand case studies to show how this works at Coca-Cola--and how other companies can use

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the same approach to grow their
business. This book is a must-read for
managers inside large corporations as
well as entrepreneurs just getting
started"--

A New York Times bestselling author
and veteran board member offers an

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insider's view of corporate boards, their struggles, and why they must adapt to survive. Corporate boards are under great pressure. Scandals and malpractice at companies like Theranos, WeWork, Uber, and Wells Fargo have raised justified questions

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among regulators, shareholders, and the public about the quality of corporate governance. In *How Boards Work*, prizewinning economist and veteran board director Dambisa Moyo offers an insider's view of corporate boards as they are buffeted by the turbulence of

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our times. Moyo argues that corporations need boards that are more transparent, more knowledgeable, more diverse, and more deeply involved in setting the strategic course of the companies they lead. *How Boards Work* offers a road map for how boards

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can steer companies through
tomorrow's challenges and ensure they
thrive to benefit their employees,
shareholders, and society at large.
An effervescent exploration of the
global history and myriad symbolic
meanings of carbonated beverages.

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More than eighty years before the invention of Coca-Cola, sweet carbonated drinks became popular around the world, provoking arguments remarkably similar to those they prompt today. Are they medicinally, morally, culturally, or nutritionally good

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or bad? Seemingly since their invention, they have been loved—and hated—for being cold or sweet or fizzy or stimulating. Many of their flavors are international: lemon and ginger were more popular than cola until about 1920. Some are local: tarragon in

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Russia, cucumber in New York, red
bean in Japan, and chinotto
(exceedingly bitter orange) in Italy.

This book looks not only at how
something made from water, sugar, and
soda became big business, but also how
it became deeply important to

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people—for fizzy drinks' symbolic meanings are far more complex than the water, gas, and sugar from which they are made.

To save both democracy and a decent economy, here's why it's crucial that Americans elect a truly progressive

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president. The 2020 presidential election will determine the very survival of American democracy. To restore popular faith in government—and win the election—Democrats need to nominate and elect an economic progressive. The

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Stakes explains how the failure of the economy to serve ordinary Americans opened the door to a demagogic president, and how democracy can still be taken back from Donald Trump. Either the United States continues the long slide into the arms of the bankers

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and corporate interests and the
disaffection of working
Americans—the course set in the past
half century by Republican and
Democratic presidents alike—or we
elect a progressive Democrat in the
mold of FDR. At stake is nothing less

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than the continued success of the American experiment in liberal democracy. That success is dependent on a fairer distribution of income, wealth, and life changes —and a reduction in the political influence of financial elites over both parties. The

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decay of democracy and economic fairness began long before Trump. The American republic is in need of a massive overhaul. It will take not just a resounding Democratic victory in 2020 but a progressive victory to pull back from the brink of autocracy. The Stakes

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demonstrates how a progressive Democrat has a better chance than a centrist of winning the presidency, and how only this outcome can begin the renewal of the economy and our democracy. A passionate book from one of America's best political analysts,

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The Stakes is the book to read ahead of
the 2020 primaries and general
election.
Great American Soft Drink And
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The Real Coke, the Real Story

How Boards Work

The Coke Machine

Milton S. Hershey's Extraordinary Life

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of Wealth, Empire, and Utopian
Dreams
Great American Soft Drink And
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America's Coming-of-age
Coca-Cola Girls
A CEO's Life Story of Building the
World's Most Popular Brand
From its invention as a cocaine-

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*placed patent medicine in the Gilded
Age to its globe-drenching ubiquity
as the ultimate symbol of consumer
capitalism in the twenty-first
century, Coca-Cola's dramatic
history unfolds as the ultimate
business saga. In this fully revised*

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*Unauthorized History Of The
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*and expanded edition of For God,
Country & Coca-Cola, Mark
Pendergrast looks at America's
cultural, social, and economic
history through the bottom of a
green glass Coke bottle and tells the
captivating story of the world's*

Access Free For God Country
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Unauthorized History Of The
*most recognizable consumer
product.*

*Whatever your favourite tippie,
when you pour yourself a drink,
you have the past in a glass. You
can likely find them all in your own
kitchen — beer, wine, spirits,*

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*coffee, tea, cola. Line them up on
the counter, and there you have it:
thousands of years of human
history in six drinks. Tom Standage
opens a window onto the past in this
tour of six beverages that remain
essentials today. En route he makes*

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*fascinating forays into the byways
of western culture: Why were
ancient Egyptians buried with beer?
Why was wine considered a
“classier” drink than beer by the
Romans? How did rum grog help
the British navy defeat Napoleon?*

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What is the relationship between coffee and revolution? And how did Coca-Cola become the number one poster-product for globalization decades before the term was even coined?

George Ritzer's McDonaldization

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*thesis argued that contemporary
life is succumbing to the
standardization, flexibility and
practicability of fast-food service.
This book brings together specially
commissioned papers by leading
social and cultural analysts to*

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Unauthorized History Of The
*engage in a critical appraisal of the
thesis. The contributors discuss the
roots of the thesis, the
rationalization of late modern life,
the effects of increasing cultural
commodification, the continuing
prominence of American cultural*

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It
and economic imperialism and the
impact of globalization on social
and cultural life. The strengths and
weaknesses of the McDonaldization
thesis are clearly evaluated and the
irrational consequences of
rationalization are pinpointed and*

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critically
Great American Soft Drink And
The Company That Makes It

*For God, Country and Coca-Cola is
the unauthorized history of the
great American soft drink and the
company that makes it. From its
origins as a patent medicine in
Reconstruction Atlanta through its*

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*rise as the dominant consumer
beverage of the American century,
the story of Coke is as unique, tasty,
and effervescent as the drink itself.
With vivid portraits of the
entrepreneurs who founded the
company—and of the colorful cast*

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Great American Soft Drink And
The Company That Makes It
*of hustlers, swindlers, ad men, and
con men who have made Coca-Cola
the most recognized trademark in
the world—this is business history
at its best: in fact, “The Real
Thing.”*

How Soda Shook Up the World

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Drugs in Nazi Germany
For God, Country, and Coca-Cola
Woodstock Nation

Christ to Coke

The Inside Story of How Coca-Cola
Became the Best-Known Brand in
the World

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Unauthorized History Of The
***A Multinational History of the
Great American Soft Drink And
Global Corporation***
The Company That Makes It

A "highly entertaining history [of] global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social psyche" (Publishers Weekly). Secret

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Great American Soft Drink And
The Company That Makes It

Formula follows the colorful characters who turned a relic from the patent medicine era into a company worth \$80 billion. Award-winning reporter Frederick Allen's engaging account begins with Asa Candler, a nineteenth-century pharmacist in

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Atlanta who secured the rights to the original Coca-Cola formula and then struggled to get the cocaine out of the recipe. After many tweaks, he finally succeeded in turning a backroom belly-wash into a thriving enterprise. In 1919, an aggressive banker named

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The Company That Makes It

Ernest Woodruff leveraged a high-risk buyout of the Candler's and installed his son at the helm of the company. Robert Woodruff spent the next six decades guiding Coca-Cola with a single-minded determination that turned the soft drink into a part

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of the landscape and social fabric of America. Written with unprecedented access to Coca-Cola's archives, as well as the inner circle and private papers of Woodruff, Allen's captivating business biography stands as the definitive account of what it

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The Company That Makes It

took to build America's most iconic company and one of the world's greatest business success stories. Mark Pendergrast's history is a microcosm of American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is today 99

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per-cent sugar water, the world's most distributed product, available in over 185 countries, more than the membership of the United Nations. Available for the first time in paperback, The Collected Poems of Frank O'Hara reflects the poet's

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growth as an artist from the earliest dazzling, experimental verses that he began writing in the late 1940s to the years before his accidental death at forty, when his poems became increasingly individual and reflective. "Hart's argument that we need to

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The Company That Makes It

drastically revise our current view of
illegal drugs is both powerful and
timely . . . when it comes to the legacy
of this country's war on drugs, we
should all share his outrage." —The
New York Times Book Review From
one of the world's foremost experts on

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the subject, a powerful argument that the greatest damage from drugs flows from their being illegal, and a hopeful reckoning with the possibility of their use as part of a responsible and happy life Dr. Carl L. Hart, Ziff Professor at Columbia University and former chair

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The Company That Makes It

of the Department of Psychology, is one of the world's preeminent experts on the effects of so-called recreational drugs on the human mind and body. Dr. Hart is open about the fact that he uses drugs himself, in a happy balance with the rest of his full and

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productive life as a researcher and professor, husband, father, and friend. In *Drug Use for Grown-Ups*, he draws on decades of research and his own personal experience to argue definitively that the criminalization and demonization of drug use--not

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drugs themselves--have been a tremendous scourge on America, not least in reinforcing this country's enduring structural racism. Dr. Hart did not always have this view. He came of age in one of Miami's most troubled neighborhoods at a time

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when many ills were being laid at the door of crack cocaine. His initial work as a researcher was aimed at proving that drug use caused bad outcomes. But one problem kept cropping up: the evidence from his research did not support his hypothesis. From inside

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the massively well-funded research arm of the American war on drugs, he saw how the facts did not support the ideology. The truth was dismissed and distorted in order to keep fear and outrage stoked, the funds rolling in, and Black and brown bodies behind

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bars. Drug Use for Grown-Ups will be controversial, to be sure: the propaganda war, Dr. Hart argues, has been tremendously effective. Imagine if the only subject of any discussion about driving automobiles was fatal car crashes. Drug Use for Grown-Ups

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offers a radically different vision:
when used responsibly, drugs can
enrich and enhance our lives. We
have a long way to go, but the vital
conversation this book will generate is
an extraordinarily important step.
The Rise and Fall and Reinvention of

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Unauthorized History Of The
a Global Icon
Design to Grow
Senor Vivo & The Coca Lord
The Unauthorized History of the
World's Most Popular Soft Drink
Secret Formula
Coca Wine

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The Stakes: 2020 and the Survival of
Great American Soft Drink And
American Democracy
The Company That Makes It

**Traces the evolution of
Coca-Cola from its quiet
beginnings to the
influential giant of today,
and includes trivia facts,**

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Great American Soft Drink And
The Company That Makes It
**company lore, and stories
of Coca-Cola's "secret
formula."**

**A lavishly illustrated
history of coca wine and
the revolutionary
advertising methods that**

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Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It
**made it a world-wide
success • Follows 19th-
century pharmacist**

**Angelo Mariani's interest
in coca from medical uses
to the development and
healing effects of his**

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The Company That Makes It

**world-famous coca wine,
Vin Mariani • Explores
the botany of coca, how it
differs from cocaine, its
traditional uses, and
early scientific studies on
coca from doctors,**

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including Sigmund Freud
• Examines Mariani's
highly successful
international advertising
campaigns, the first to
use celebrity
endorsements, including

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The Company That Makes It

**testimonies from Pope
Benedict XV, Sarah
Bernhardt, Thomas
Edison, Jules Verne, H. G.
Wells, William McKinley,
Emile Zola, and Alphonse
Mucha One of the oldest**

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**and most potent natural
stimulants, the leaves of
the coca plant are the
organic source from
which cocaine is
synthesized. Fresh coca
leaves and products**

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**made from them have
verified medicinal and
healing properties--and
not the same addictive
qualities or negative side
effects as cocaine. In the
late 19th century coca**

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**products became hugely
successful in Europe and
the United States. The
most famous was Vin
Mariani, a coca-based
tonic wine developed by
Corsican pharmacist**

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**Angelo Mariani
(1838-1914). Many
celebrities sang its
praises, including Pope
Benedict XV, Sarah
Bernhardt, Thomas
Edison, H. G. Wells,**

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The Company That Makes It

**William McKinley, Emile
Zola, and the doctors of
Ulysses S. Grant, who
credited Vin Mariani with
giving him the strength
to finish his memoirs
before his death. In this**

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Great American Soft Drink And
The Company That Makes It

**full-color illustrated
history of coca wine, the
first of its kind, author
Aymon de Lestrangle
follows Mariani's interest
in coca from its medicinal
applications to the**

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The Company That Makes It

**creation of the tonic
wine. The author explores
the botany of coca, how it
differs from cocaine, its
traditional use in pre-
Columbian America, and
scientific studies on coca**

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**from the 17th through
19th centuries, including
from Sigmund Freud, who
was a known user. He
describes the
introduction of coca in
the U.S. and France and**

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The Company That Makes It
**the many coca
preparations then
available at drugstores.**

**He also studies the
introduction of cocaine in
these two countries and
the prohibition laws that**

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**followed. Aymon de
Lestrange demonstrates
how Mariani became, in
many ways, the father of
modern advertising with
his highly successful
advertising campaigns.**

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He includes vivid reproductions of Mariani's advertisements, many not seen since their original publication in the late 19th and early 20th centuries, and shows how

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**Mariani commissioned
the top writers and
artists of the day, such as
Jules Chéret and
Alphonse Mucha, to
produce works
celebrating coca wine.**

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The Company That Makes It

**The author reveals how
Vin Mariani was the
forerunner of Coca-Cola,
which clearly plagiarized
not only Mariani's
product but also his
advertising methods.**

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**Looking to the future of
coca, the author shows
how it has gained
renewed interest in the
scientific community for
its therapeutic and
nutritional properties and**

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The Company That Makes It
**in the spiritual
community, which is
seeking to rehabilitate
the reputation of coca,
the sacred plant of the
Incas.**

SERIES PREMIERE. Emmet

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**Quinlan, an old widower
rattled by dementia, isn't
just a problem for his
childrenÑhis violent
outbursts are more than
the local cops can handle.
When a tornado levels his**

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The Company That Makes It

**home as well as the
surrounding West Texas
town restored Quinlan
rises from the wreckage.
The enchanted sword at
the eye of the storm
gives him more than a**

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The Company That Makes It

**sound mind and body,
however. He's now the
only man who can face
the otherworldly
creatures the sword has
drawn down to the Lone
Star State... "So much fun**

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Great American Soft Drink And
The Company That Makes It
**to watch creators find
that next level. Go, Cates,
go! " BRIAN MICHAEL
BENDIS**

**'I doubt whether any
book of greater
importance will be**

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Unauthorized History Of The
published in 1997.'
Great American Soft Drink And
Anthony Storr, The
The Company That Makes It
Times.

**Resisting
McDonaldization
A Talk-rock Album
Drug Use for Grown-Ups**

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Great American Soft Drink And
The Company That Makes It

**Asa Candler of Coca-Cola
FOR GOD, COUNTRY AND
COCA-COLA: THE
DEFENITIVE HISTORY OF
THE GREAT AMERICAN
SOFT DRINK AND THE
COMPANY THAT MAKES**

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IT.

**Soda and Fizzy Drinks
God's Capitalist**

The sensational German bestseller
on the overwhelming role of drug-
taking in the Third Reich, from
Hitler to housewives. 'Bursting with

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Access Free For God Country And Coca Cola The

Unauthorized History Of The
interesting facts' Vice 'Extremely
Great American Soft Drink And
interesting ... a serious piece of
The Company That Makes It
scholarship, very well researched'

Ian Kershaw The Nazis presented
themselves as warriors against moral
degeneracy. Yet, as Norman Ohler's
gripping bestseller reveals, the entire

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Unauthorized History Of The Great American Soft Drink And The Company That Makes It.

Third Reich was permeated with drugs: cocaine, heroin, morphine and, most of all, methamphetamines, or crystal meth, used by everyone from factory workers to housewives, and crucial to troops' resilience - even partly explaining German

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victory in 1940. The promiscuous use of drugs at the very highest levels also impaired and confused decision-making, with Hitler and his entourage taking refuge in potentially lethal cocktails of stimulants administered by the

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Great American Soft Drink And
The Company That Makes It.

physician Dr Morell as the war
turned against Germany. While
drugs cannot on their own explain
the events of the Second World War
or its outcome, Ohler shows, they
change our understanding of it.
Blitzed forms a crucial missing

Access Free For God Country And Coca Cola The

Unauthorized History Of The
piece of the story.
Great American Soft Drink And
The Company That Makes It

The Coke Machine takes readers deep inside the Coca-Cola Company and its international franchisees to reveal how they became the number one brand in the world, and just how far they'll go to stay there. Ever

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Great American Soft Drink And
The Company That Makes It

since its "I'd like to teach the world
to sing" commercials from the
1970s, Coca-Cola has billed itself as
the world's beverage, uniting all
colors and cultures in a mutual love
of its caramel-sweet sugar water.

The formula has worked incredibly

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The Company That Makes It

well-making it one of the most profitable companies on the planet and "Coca-Cola" the world's second-most recognized word after "hello." However, as the company expands its reach into both domestic and foreign markets, an increasing

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Great American Soft Drink And
The Company That Makes It

number of the world's citizens are finding the taste of Coke more bitter than sweet. Journalist Michael Blanding's *The Coke Machine* probes shocking accusations about the company's global impact, including: ? Coca-Cola's history of

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winning at any cost, even if it meant
Great American Soft Drink And
that its franchisees were making
The Company That Makes It
deals with the Nazis and

Guatemalan paramilitary squads ?

How Coke has harmed children's
health and contributed to an obesity
epidemic through exclusive soda

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The Company That Makes It

contracts in schools ? The horrific
environmental impact of Coke
bottling plants in India and Mexico,
where water supplies have been
decimated while toxic pollution has
escalated ? That Coke bottlers stand
accused of conspiring with

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The Company That Makes It

paramilitaries to threaten, kidnap,
and murder union leaders in their
bottling plants in Colombia A

disturbing portrait drawn from an
award-winning journalist's daring, in-
depth research, The Coke Machine
is the first comprehensive probe of

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Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It
the company and its secret formula
for greed. COKE is a registered
trademark of The Coca-Cola

Company. This book is not
authorized by or endorsed by The
Coca-Cola Company.

This is the story of LSD told by a

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concerned yet hopeful father,
organic chemist Albert Hofmann.
Great American Soft Drink And
The Company That Makes It

He traces LSDs path from a
promising psychiatric research
medicine to a recreational drug
sparking hysteria and
prohibition. We follow Dr.

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The Company That Makes It

Hofmanns trek across Mexico to discover sacred plants related to LSD, and listen in as he corresponds with other notable figures about his remarkable discovery. Underlying it all is Dr. Hofmanns powerful conclusion that mystical experience

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The Company That Makes It

may be our planets best hope for survival. Whether induced by LSD, meditation, or arising

spontaneously, such experiences help us to comprehend the wonder, the mystery of the divine in the microcosm of the atom, in the

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The Company That Makes It.

macrocosm of the spiral nebula, in
the seeds of plants, in the body and
soul of people. Now, more than sixty
years after the birth of Albert
Hofmanns problem child, his vision
of its true potential is more relevant,
and more needed, than ever.

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Great American Soft Drink And
The Company That Makes It
When an ex-girlfriend vanishes, a
documentary-in-progress disappears,
and the screenwriter working on it
overdoses, Kinky Friedman takes on
the case

The Only Grant-Writing Book
You'll Ever Need

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The Definitive History of the Great
Great American Soft Drink And
American Soft Drink and the
The Company That Makes It

Syrup

For God, Country and Coca-Cola

God Country #1

Citizen Coke: The Making of Coca-

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Unauthorized History Of The
Cola Capitalism

LSD, My Problem Child

*"By following Asa Candler's life,
readers have a unique opportunity to
visit Atlanta during one of the most
critical times in its development, and to
see it through the eyes of one of*

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Unauthorized History Of The
Great American Soft Drink And
Atlanta's "movers and
shakers."--BOOK JACKET.

The Company That Makes It
Now a major motion picture starring
Amber Heard, Shiloh Fernandez,
Kellan Lutz, and Brittany Snow Scat
(formerly known as Michael Holloway)
is young, underemployed, and trying to
make it in Los Angeles. When he

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It*

comes up with the idea for the hottest new soda ever, he's sure he'll become the next overnight sensation, maybe even retire early. But in the treacherous waters of corporate America there are no sure things and Scat finds that he has to fight to save his idea if his yet-to-be-realized career

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will ever get off the ground. With the help of a scarily gorgeous and brilliant marketing director named 6, he sets out on a mission to grab hold the fame and fortune that, time and again, elude him. This sharp-witted novel is a scathingly funny satire of celebrity, the pop culture machine, and the length to

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which a guy will go to get ahead—and get a date while doing it.

This book explores globalization through a historical and anthropological study of how familiar soft drinks such as Coke and Pepsi became valued as more than mere commodities. Foster discusses the

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Made It*

transnational operations of soft drink companies and, in particular, the marketing of soft drinks in Papua New Guinea, a country only recently opened up to the flow of brand name consumer goods. Based on field observations and interviews, as well as archival and library research, this

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*Unauthorized History Of The
Great American Soft Drink And
The Company That Makes It*
*book is of interest to anyone
concerned about the cultural
consequences and political prospects
of globalization, including new forms of
consumer citizenship and corporate
social responsibility.*

*A history of Coca-Cola which in turn
reflects American enterprise. Invented*

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The Company That Makes It*

as a patent medicine with a cocaine kick, Coca-Cola is now 99 per cent sugar water, the world's most distributed product, available in over 185 countries and a far cry from its chance invention by a morphine addict.

How Image Becomes Icon

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And Coca Cola The

*The Definitive History of the World's
Most Popular Soft Drink And*

*Chasing the Scream
Fizz*

*And How They Can Work Better in a
Chaotic World*

“Examines why the set-in-its-
ways Coca Cola Company

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tampered with a drink that
had become an American
institution—and blundered
into one of the greatest
marketing triumphs of all
time."—New York On April 23,
1985, the top executives of
the Coca-Cola Company held a

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press conference in New York
City. News had leaked out
that Coke, the king of soft
drinks, would no longer be
produced. In its place the
Coca-Cola Company would
offer a new drink with a new
taste and would dare call it

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by the old name, Coca-Cola.

The new Coke was
Great American Soft Drink And
The Company That Makes It

launched—and the reaction of
the American people was
immediate and violent: three
months of unrelenting
protest against the loss of
Coke. So fierce was the

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Unauthorized History Of The
reaction across the country
Great American Soft Drink And
that it forced a response
The Company That Makes It
from the Coca-Cola Company.
Stunned Coca-Cola executives
stepped up to the microphone
and publicly apologized to
the American people. They
announced that the company

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would reissue the original
Coca-Cola formula under a
new name, Coke Classic. The
Real Coke, the Real Story is
the behind-the-scenes
account of what prompted
Coca-Cola to change the
taste of its flagship

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The Company That Makes It
brand—and how consumers
persuaded a corporate giant
to bring back America's old
friend.

Examines the life of the
head of the chocolate
factory empire, describing
his fatherless upbringing by

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a strict Mennonite mother,
his failures with two early
candy companies, and his
construction of the utopian
Hershey village.