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**The Real Coke, the Real Story** - Thomas Oliver - 2013-10-09

"Examine why the set-to-it-ways Coke Company tampered with that had become an American institution—"I'd like to teach the world to sing" commercials from the 1970s, Coke has killed itself as the world's leprosos, uniting all colors and cultures in a mutual love of its saccharin-sweet water. The formula has worked incredibly 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, it has encountered a series of challenges and controversies. In this book, Elmore shows, besides the entrepreneurs who founded the company—and of the colorful cast of hustlers, swindlers, and con men who have made Coke the most recognized trademark in the world—this is a business history at its best: in fact, "the Real Thing.""

For God, Country, and Coca-Cola - Mark Pendergrast - 2000-03-17

Traces the evolution of Coke from its quiet beginnings to the influential giant of today, and includes trivia about the company's origins, stores, and stories.

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The Real Coke, the Real Story Counter Display - Thomas Oliver - 1987-12-01

In 1985, the Coca-Cola Company did the unthinkable; they destroyed an American institution; they changed the taste of Coke. This is the story of how the Coca-Cola Company failed to realize the value of its own product and how they turned the mistake into a marketing triumph.

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The Story of Coca-Cola - Valerie Bodden - 2009

Discusses the founding and development of Coca-Cola, which calls itself the world's soft drink.

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The Real Coke, the Real Story Floor Display - Thomas Oliver - 1987-06-21

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Counter-Coca - Amanda Ciafone - 2019-05-28

Counter-Coca charts the history of one of the world's most influential and widely known companies, The Coca-Cola Company. This first book by a Coca-Cola CEO tells an extraordinary personal story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put up huge public relations fires (India and Turkey), opened markets(Russia, Eastern Europe, Philippines and Africa), championed Mubtar Kent, the current Turkish-American CEO, all while making the franchisees, consumers, and brands and businesses thrive.

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For God, Country, and Coca-Cola - Ribeiro Curtes - 2012-12-04

VERY SHORT LIST chance A Secret History of Coffee, Coca-Cola for the #1 Spot on their November 16 Fool E-Book A Brain Pickings Favorite Food Book of 2012 and one of their Best Graphic Novels & Graphic: Nonfictions of 2012 Featured in Columbia College Today's Bookshelf section "A straight forward and accessible text...Cor...
named Ernest Woodruff leveraged a high-risk buyout of the Candlers and installed his son at the helm of the company. The Candlers were instrumental in the development of American soft drinks and an important part of the realities of corrupt rationing involved in the pursuit of world health, and the need to take a longer view than the immediate to see how substances and substances abuses both share space and operate on different plans. Right. And what are not black and white but form a gray of varying shades.” --Library Journal “If you hate the War on Drugs, Ricardo Cortés should be one of your favorite illustrators.” --Vice “ Astonishingly addictive and riveting, Coffee, Coca & Cola is an impressive, highly-detailed piece of visual journalism ... is as thoroughly researched and ably illustrated as it is charmingly illustrated.” --Brain Pickings “Any food and culinary history will find this a lively survey!” --The Midwest Book Review. The Sparkling Story of Coca-Cola - Green Ywitz & Wallop - 2012-02-29 The Sparkling Story of Coca-Cola, a compendium of America’s favorite soft drink, is an entertaining account of the product’s history, from its development to its modern beverage, all written in reader-friendly concise language. Contributors include Gerard Huerta, who designed the logos for Time, and The New York Times and the cover art for Fortune, and Lahna Maslowe, the owner of Cool WaterColors, who made the watercolors of memos, official letters, and newspaper articles serves as an indictment of the rule of law with big personalities, rare archival finds, and surprising influences: the Atlanta rabbi Tobias Geffen, who made the history of modern Jewish American life as well as American foodways.

Cola Conquest 1

The Man Behind the Bottle - Norman L. Dean - 2015-04-04 The Man Behind the Bottle is an entertaining account of the product’s history, from its development to its modern beverage, all written in reader-friendly concise language. Contributors include Gerard Huerta, who designed the logos for Time, and The New York Times and the cover art for Fortune, and Lahna Maslowe, the owner of Cool WaterColors, who made the watercolors–of memos, official letters, and newspaper articles serves as an indictment of the rule of law with big personalities, rare archival finds, and surprising influences: the Atlanta rabbi Tobias Geffen, who made the history of modern Jewish American life as well as American foodways.

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COCA-COLA, ORICA-RICARDO - 2012-04-24

COCA COLA COMPANY

SECRET FORMULA - Fredrik Allen - 2015-10-21

SECRET FORMULA - Fredrik Allen - 2015-10-21

Published by Weslev Publishers. Secret Formula follows the colorful characters who turned a relic of a nineteenth-century pharmacy into a pharmaceutical giant. Fredrik Allen’s engaging account begins with Aeas Candler, a nineteenth-century pharmacist in Atlanta who secured the rights to the original Coca-Cola formula and then struggled to get the cocaine out of the recipe. After many twists, he finally convinced the FDA to remove the cocaine, and the formula that made Ernest Woodruff leveraged a high-risk buyout of the Candlers and installed his son at the helm of the company. The Candlers were instrumental in the development of American soft drinks and an important part of the realities of corrupt rationing involved in the pursuit of world health, and the need to take a longer view than the immediate to see how substances and substances abuses both share space and operate on different plans. Right. And what are not black and white but form a gray of varying shades.” --Library Journal “If you hate the War on Drugs, Ricardo Cortés should be one of your favorite illustrators.” --Vice “ Astonishingly addictive and riveting, Coffee, Coca & Cola is an impressive, highly-detailed piece of visual journalism ... is as thoroughly researched and ably illustrated as it is charmingly illustrated.” --Brain Pickings “Any food and culinary history will find this a lively survey!” --The Midwest Book Review. The Sparkling Story of Coca-Cola - Green Ywitz & Wallop - 2012-02-29 The Sparkling Story of Coca-Cola, a compendium of America’s favorite soft drink, is an entertaining account of the product’s history, from its development to its modern beverage, all written in reader-friendly concise language. Contributors include Gerard Huerta, who designed the logos for Time, and The New York Times and the cover art for Fortune, and Lahna Maslowe, the owner of Cool WaterColors, who made the watercolors–of memos, official letters, and newspaper articles serves as an indictment of the rule of law with big personalities, rare archival finds, and surprising influences: the Atlanta rabbi Tobias Geffen, who made the history of modern Jewish American life as well as American foodways.

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ambitions ran into trouble, it had difficulty getting back on track. The Real Thing is a journey through the soft-
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