

# For God Country And Coca Cola The Definitive History Of Great American Soft Drink Company That Makes It Mark Pendergrast

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**Getting Your Specialty Food Product Onto Store Shelves: The Ultimate Wholesale How-To Guide for Artisan Food Companies**  
Jennifer Lewis 2014-07-11 Many small food business owners dream of seeing their products on store shelves, but how to get onto those shelves is a mystery. Focused specifically on specialty food businesses that don't have millions of marketing dollars at their disposal, this book unravels that mystery for food entrepreneurs, offering tactical tips, insight, and short stories of entrepreneurs who have been in your place and succeeded. Topics include: \* Understanding the wholesale industry and the roles that brokers and distributors play \* Pricing products appropriately so that you can grow and make money \* In-depth insight into a variety of wholesale food channels, covering what you need to know and how you should approach specialty stores, supermarkets, club stores, and even food service and hospitality \* How and why you should support your retailers to ensure you stay on the shelf \* Information on labeling regulations and packaging guidelines to ensure your product gets noticed by customers and conforms with FDA requirements \* Definitions and explanations of common wholesale and promotional terminology \* Creating sales sheets that help your product sell-and samples to help guide you \* The role trade shows play and how to make the most of them  
**Victims of Memory: Incest Accusations and Shattered Lives** Mark Pendergrast 2012-06-21 'I doubt whether any book of greater importance will be published in 1997.' Anthony Storr, The Times.

**Citizen Coke: The Making of Coca-Cola Capitalism** Bartow J. Elmore 2014-11-03 "Citizen Coke demonstrate[s] a complete lack of understanding about . . . the Coca-Cola system—past and present." —Ted Ryan, the Coca-Cola Company 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 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 and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke 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 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 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, 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 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 giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

**Pepsi** Bob Stoddard 1997 Traces the history of the soft drink company and depicts its advertising campaigns of the past  
**Secret Formula** Frederick Allen 2015-10-27 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 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 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 Ernest Woodruff leveraged a high-risk buyout of the Candlers 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 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 took to build America's most iconic company and one of the world's greatest business success stories.

**For God, Country, and Coca-Cola** Mark Pendergrast 2000-03-17 Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."

**Fizz** Tristan Donovan 2013-11-01 The story of soda is the story of the modern world, a tale of glamorous bubbles, sparkling dreams, big bucks, miracle cures and 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 quack medicine peddlers 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 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 and how soda's sticky sweet allure defined and built nations. And you'll find out how a soda-loving snail rewrote the law books. Fizz! tells the extraordinary tale of how a seemingly simple everyday refreshment zinged and pinged over our taste buds and, in doing so, changed the world around us. Tristan Donovan is the author of Replay: The History of Video Games. His work has appeared in the Times, Stuff, the Daily Telegraph, the Guardian, and the Big Issue, among others.

**Coke Dates** Patrick Regan 2002-09-01 Memories of a shared straw in a cozy diner come flooding back in this nostalgic look at love with a Coca-Cola twist.

**For God, Country, and Coca-Cola** Mark Pendergrast 1993 Uncovering family tensions and questionable tactics, this

unauthorized history traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today  
**The Hour of the Star** Clarice Lispector 1992 In a haunting psychological tale of despair and freedom, Macabea is ugly, underfed, sickly, and unloved yet she fascinates Rodrigo because she is unaware of how unhappy she should be  
**Over a Barrel** Thomas Pellechia 2015-02-11 How a small family company in the Finger Lakes became one of the most important wine producers in the United States, only to be taken down by corporate greed and mismanagement. In 1880, Walter Stephen Taylor, a cooper's son, started a commercial grape juice company in New York's Finger Lakes region. Two years later, wine production was added, and by the 1920s, the Taylor Wine Company was firmly established. Walter Taylor's three sons carefully guided the company through Prohibition and beyond, making it the most important winery in the Northeast and profoundly affecting the people and community of Hammondsport, where the company was headquartered. In the 1960s, the Taylor family took the company public. Ranked sixth in domestic wine production and ripe for corporate takeover, the company was sold to Coca-Cola in 1977. Three more changes of corporate ownership followed until, in 1995, this once-dynamic and important wine producer was obliterated, tearing apart the local economy and changing a way of life that had lasted for nearly a century. Drawing on archival research as well as interviews with many of the principal players, Thomas Pellechia skillfully traces the economic dynamism of the Finger Lakes wine region, the passion and ingenuity of the Taylor family, and the shortsighted corporate takeover scenario that took down a once-proud American family company. In addition to providing important lessons for business innovators, Over a Barrel is a cautionary tale for a wine region that is repeating its formative history. "Over a Barrel offers various cautionary lessons that can be applied to all too many businesses. The Taylor paterfamilias began making wine from grapes in the Finger Lakes region, and his three sons improved it. But when the world of wine consumption changed, the Taylors didn't, and they eventually sold out. Subsequent corporate owners gradually destroyed the wine and the farmers who grew the grapes. Only the black sheep grandson stayed true to the family code, ranting from his perch on Bully Hill." — Mark Pendergrast, author of For God, Country, and Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It, Third Edition, Revised and Expanded

**The Only Grant-Writing Book You'll Ever Need** Ellen Karsh 2014-04-08 From top experts in the field, the definitive guide to grant-writing Written by two expert authors who 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-makers, policy makers, and nonprofit leaders. This book is a 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 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 is affected by shifts in the economy

**God Gave Us You** Lisa Tawn Bergren 2011-11-30 ECPA BESTSELLER—Over one million copies sold! When a charming polar bear cub climbs into bed one night, she asks her Mama a very important question, one that little "human cubs" often wonder about, too: "Where did I come from?" As Mama bear tucks her youngest cub under the quilts, she gently, tenderly, and reassuringly communicates the message loving parents everywhere (bears and non-bears alike) want their little ones to hear: "We wanted you very, very much, and we are so very glad because—God gave us you." Perfect for bedtime, naptime, storytime or anytime, God Gave Us You provides a valuable opportunity to build children's self-esteem every day and assure each one that he or she truly is a welcomed, precious, and treasured gift from the Lord. Also available in the God Gave Us series: God Gave Us Two God Gave Us Christmas God Gave Us Heaven God Gave Us Love God Gave Us So Much  
**For God, Country, and Coca-Cola** Mark Pendergrast 2013-05-14 From its invention as a cocaine-laced 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 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 most recognizable consumer product.  
**Kiss the Past Hello** Coca-cola Company 2015-03-05 One of the most unmistakable shapes in the world since its introduction in 1915, the Coca-Cola Contour Bottle is an influential symbol of design, art, and culture. What began as a design brief to create a bottle that could be identified in the dark or lying broken on the ground today is one of the most recognized packages on the planet. Published on the occasion of the bottle's centennial, Kiss the Past Hello is a vibrant collection of images and art celebrating the Coca-Cola Contour Bottle not only as an icon of design but also as a symbol of optimism, happiness, and the shared moments in our lives.

**God Country #1** Donny Cates 2017-01-11 SERIES PREMIERE. Emmet Quinlan, an old widower rattled by dementia, isn't just a problem for his children—his violent outbursts are more than the local cops can handle. When a tornado levels his 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 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 to watch creators find that next level. Go, Cates, go! " BRIAN MICHAEL BENDIS

**The Road** Cormac McCarthy 2007-03-20 NATIONAL BESTSELLER • WINNER OF THE PULITZER PRIZE • A searing, post-apocalyptic novel about a father and son's fight to survive, this "tale of survival and the miracle of goodness only adds to McCarthy's stature as a living master. It's gripping, frightening and, ultimately, beautiful" (San Francisco Chronicle). A father and his son walk alone through burned America. Nothing moves in the ravaged landscape save the ash on the wind. It is cold enough to crack stones, and when the snow falls it is gray. The sky is dark. Their destination is the coast, although they don't know what, if anything, awaits them there. They have nothing; just a pistol to defend themselves against the lawless bands that stalk the road, the clothes they are wearing, a cart of scavenged food—and each other. The Road is the profoundly moving story of a journey. It boldly imagines a future in which no hope remains,

but in which the father and his son, "each the other's world entire," are sustained by love. Awesome in the totality of its vision, it is an unflinching meditation on the worst and the best that we are capable of: ultimate destructiveness, desperate tenacity, and the tenderness that keeps two people alive in the face of total devastation.

**Uncommon Grounds** Mark Pendergrast 2019-07-09 The definitive history of the world's most popular drug Uncommon Grounds tells the story of coffee from its discovery on a hill in ancient Abyssinia to the advent of Starbucks. Mark Pendergrast reviews the dramatic changes in coffee culture over the past decade, from the disastrous "Coffee Crisis" that caused global prices to plummet to the rise of the Fair Trade movement and the "third-wave" of quality-obsessed coffee connoisseurs. As the scope of coffee culture continues to expand, Uncommon Grounds remains more than ever a brilliantly entertaining guide to the currents of one of the world's favorite beverages.

**Coca-Cola Girls** Chris H. Beyer 2000 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 publication by the Coca-Cola Company. This hardcover edition includes an embossed jacket and 500 color illustrations.

**IBM** James W. Cortada 2019-03-05 A history of one of the most influential 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 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 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 strong with new business strategies and an emphasis on artificial intelligence. In this authoritative, monumental history, James Cortada tells the 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 technology breakthroughs, including the development of the punch card (used for automatic tabulation in the 1890 census), the calculation and printing of the first Social Security checks in the 1930s, the introduction of the PC to a mass audience in the 1980s, and the company's shift in focus from hardware to software. He discusses IBM's business culture and its orientation toward employees and customers; its global expansion; regulatory and legal issues, including antitrust litigation; and the track records of its CEOs. The secret to IBM's unequalled longevity in the information technology market, Cortada shows, is its capacity to adapt to changing circumstances and technologies.

**Coca-Globalization** R. Foster 2008-02-04 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 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 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.

**FOR GOD, COUNTRY AND COCA-COLA: THE DEFINITIVE HISTORY OF THE GREAT AMERICAN SOFT DRINK AND THE COMPANY THAT MAKES IT.** Mark Pendergrast

**Inside Coca-Cola** Neville Isdell 2011-10-25 The first book by a Coca-Cola CEO tells the 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 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-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets (Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the 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.

**The Repressed Memory Epidemic** Mark Pendergrast 2017-10-13 This book offers a comprehensive overview of the concept of repressed memories. It provides a history and context that documents key events that have had an effect on the way that modern psychology and psychotherapy have developed. Chapters provide an overview of how human memory functions and works and examine facets of the misguided theories behind repressed memory. The book also examines the science of the brain, the reconstructive nature of human memory, and studies of suggestibility. It traces the present-day resurgence of a belief in repressed memories in the general public as well as among many clinical psychologists, psychiatrists, social workers, "body workers," and others who offer counseling. It concludes with legal and professional recommendations and advice for individuals who deal with or have dealt with the psychotherapeutic practice of repressed memory therapy. Topics featured in this text include: The modern diagnosis of Dissociative Identity Disorder (DID) (once called MPD) The "Satanic Panic" of the 1980s and its relation to repressed memory therapy. The McMartin Preschool Case and the "Day Care Sex Panic." A historical overview from the Great Witch Craze to Sigmund Freud's theories, spanning the 16th to 19th centuries. An exploration of the cultural context that produced the repressed memory epidemic of the 1990s. The repressed memory movement as a religious sect or cult. The Repressed Memory Epidemic will be of interest to researchers and clinicians as well as undergraduate and graduate students in the fields of psychology, sociology, cultural studies, religion, and anthropology.

**City on the Verge** Mark Pendergrast 2017-05-16 What we can learn from Atlanta's struggle to reinvent itself in the 21st Century Atlanta is on the verge of tremendous rebirth-or inexorable decline. A kind of Petri dish for cities struggling to reinvent themselves, Atlanta has the highest income inequality in the country, gridlocked highways, suburban sprawl, and a history of racial injustice. Yet it is also an energetic, brash young city that prides itself on pragmatic solutions. Today, the most promising catalyst for the city's rebirth is the BeltLine, which the New York Times described as "a staggeringly ambitious engine of urban revitalization." A long-term project that is cutting through forty-five neighborhoods ranging from affluent to impoverished, the BeltLine will complete a twenty-two-mile loop encircling downtown, transforming a massive ring of mostly defunct railways into a series of stunning parks connected by trails and streetcars. Acclaimed author Mark Pendergrast presents a deeply researched, multi-faceted, up-to-the-minute history of the biggest city in America's Southeast, using the BeltLine saga to explore issues of race, education, public health, transportation, business, philanthropy, urban planning, religion, politics, and community. An inspiring narrative of ordinary Americans taking charge of their local communities, City of the Verge provides a model for how cities across the country can reinvent themselves.

**For God, Country, and Coca-Cola** Mark Pendergrast 2013-05-14 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 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 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."

**Beyond Fair Trade** Mark Pendergrast 2015-09-25 In 2006, prominent businessman John Darch met with a man named Wicha Promyong. That meeting led to the establishment of an equal partnership business venture--a partnership that goes beyond fair trade and shows that capitalism can have a human side. Today the Doi Chaang Coffee Company's coffee can be found across the world. Mark Pendergrast takes the reader on a journey through time and place as he leads us through the history of the ancient, persecuted hill tribe, the Akha, from their very roots to their current status as makers of one of the world's top coffees. Along the way he explains the history of cash crops ranging from opium to coffee, the latter being the crop that has saved the Akha and restored a sense of pride in the Akha people. He tells the story of John Darch and Wicha Promyong and acknowledges their primary role in this story, but he also tells the story of the many people without whom this venture may never have succeeded. This is not a story about charity; it is the story about a real partnership based on a groundbreaking approach to international business practices.

**Soda and Fizzy Drinks** Judith Levin 2021-08-12 An effervescent exploration of the global history and myriad symbolic meanings of carbonated beverages. 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 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 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 people—for fizzy drinks' symbolic meanings are far more complex than the water, gas, and sugar from which they are made.

**Counter-Cola** Amanda Ciafone 2019-05-28 Counter-Cola charts the history of one of the world's most influential and widely known corporations, 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 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 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 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 imperative to either assimilate critiques or reveal its limits.

**For God, Country and Coca-Cola** Mark Pendergrast 1999 A history of Coca-Cola which in turn reflects American enterprise. Invented 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.

**The Godfool** Mark Pendergrast 2015-09 "Once there was a fool. He must have had a real name once, but the only name he knew, and the only thing he was called, was Fool..." Thus begins this thought-provoking folktale. The Godfool is not just a children's book. It is a fable, a parable with a moral for all of us. The village Fool, who sleeps in Ma Beezle's pig trough, comes to believe that he is also God. Though he is the butt of jokes and source of amusement for many who consider themselves superior to him, the Godfool has dipped into a deep well of wisdom, compassion and humanity. His story may inspire others to learn from his simple kindness and faith.

**For God, Country and Coca-Cola** Mark Pendergrast 2000 Mark Pendergrast's history is a microcosm of American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is today 99 per-cent sugar water, the world's most distributed product, available in over 185 countries, more than the membership of the United Nations.

**God's Capitalist** Kathryn W. Kemp 2002 "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 Atlanta's "movers and shakers."---BOOK JACKET.

**Elvis, Jesus & Coca Cola** Kinky Friedman 1994 When an ex-girlfriend vanishes, a documentary-in-progress disappears, and the screenwriter working on it overdoses, Kinky Friedman takes on the case

**In God's Country** Douglas Kennedy 2011-11-03 Though much has been written about the political implications of the religious revival which has engulfed America in recent years, a question remains unanswered: what pushes its people into "declaring for Jesus"? Douglas Kennedy spent a long hot summer cruising through that expanse of the American South known as "The Bible Belt" exploring that question. In a remarkable journey into one of the strangest corners of the United States, Kennedy finds himself spending time in Miami with a one-time member of the Mafia turned charismatic preacher, discovering Christian heavy metal music in Nashville, and visiting Death Row in South Carolina with an evangelist who ministers to the condemned. Repeatedly discovering the extraordinary within the ordinary, IN GOD'S COUNTRY is a profound, yet brilliantly entertaining exploration of life in late twentieth century America.

**A Secret History of Coffee, Coca & Cola** Ricardo Cortés 2012-12-04 VERY SHORT LIST chose A Secret History of Coffee, Coca & Cola for the #1 Spot on their November 16 Food E-mail A Brain Pickings Favorite Food Book of 2012 and one of their Best Graphic Novels & Graphic Nonfiction of 2012 Featured in Columbia College Today's Bookshelf section "A straight forward and accessible text...Cortés' highly detailed paintings call up concomitant issues and famous faces as well...In dense passages describing political payments between corporate interests and federal narcotics officials, the reproduction—in Cortés' deft watercolors—of memos, official letters, and newspaper articles serves as an indictment of the rule of law with loopholes for the profit minded. This is an excellent introduction to the complexities of 'American interests,' the realities of corrupt rationale invoked in the pursuit of world health, and the need to take a longer view than the immediate to see how substance and substance abuse both share space and operate on different planes. Right and wrong 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 intoxicatingly revelatory, ...Coffee, Coca & Cola offers an impressively open-minded history lesson and an incredible look at the dark underbelly of American Capitalism . . . A stunning, hard cover coffee-table book for concerned adults, this captivating chronicle is a true treasure." --Comics Review (UK) "This fascinating and beautifully illustrated piece of visual journalism . . . is as thoroughly researched and absorbingly narrated as it is charmingly illustrated." --Brain Pickings "Any food and culinary history holding will find this a lively survey!" --The Midwest Book Review A Secret History of Coffee, Coca & Cola is an illustrated book disclosing new research in the coca leaf trade conducted

by The Coca-Cola Company. 2011 marked the 125th anniversary of its iconic beverage, and the fiftieth anniversary of the international drug control treaty that allows Coca-Cola exclusive access to the coca plant. Most people are familiar with tales of cocaine being an early ingredient of "Coke" tonic; it's an era the company makes every effort to bury. Yet coca leaf, the source of cocaine which has been banned in the U.S. since 1914, has been part of Coca-Cola's secret formula for over one hundred years. This is a history that spans from cocaine factories in Peru, to secret experiments at the University of Hawaii, to the personal files of U.S. Bureau of Narcotics Commissioner Harry Anslinger (infamous for his "Reefer Madness" campaign against marijuana, lesser known as a long-time collaborator of The Coca-Cola Company). A Secret History of Coffee, Coca & Cola tells how one of the biggest companies in the world bypasses an international ban on coca. The book also explores histories of three of the most consumed substances on earth, revealing connections between seemingly disparate icons of modern culture: caffeine, cocaine, and Coca-Cola. Coca-Cola is the most popular soft drink on earth, and soft drinks are the number one food consumed in the American diet. Caffeine is the most widely used psychoactive substance. Cocaine . . . well, people seem to like reading about cocaine. An illustrated chronicle that will appeal to fans of food and drink histories (e.g., Mark Kurlansky's Salt and Cod; Mark Pendergrast's For God, Country & Coca-Cola), graphic novel enthusiasts, and people interested in drug prohibition and international narcopolitics, the book follows in the footsteps of successful pop-history books such as Michael Pollan's The Botany of Desire and Eric Schlosser's Fast Food Nation—but has a unique style that blends such histories with narrative illustration and influences from Norman Rockwell to Art Spiegelman.

**Hershey** Michael D'Antonio 2007-01-09 Examines the life of the head of the chocolate factory empire, describing his fatherless upbringing by a strict Mennonite mother, his failures with two early candy companies, and his construction of the utopian Hershey village.

**Inside the Outbreaks** Mark Pendergrast 2010 A history of the elite medical corps at the forefront of the world's most dangerous epidemics cites their victories over such diseases as polio, cholera and smallpox, tracing their international expansion and present-day battles against such health risks as smoking, obesity and gun violence.

**Formula for Fortune** Ann Uhry Abrams 2012-03 Asa Candler rose from a rural background to reap a fortune. His windfall came from purchasing the Coca-Cola formula in 1888 and establishing the company that became a national phenomenon in less than a decade. In Formula for Fortune, author Ann Uhry Abrams narrates the life and times of Candler from his ancestral background to the death of the last of his five children. Formula for Fortune not only shows how he turned his entrepreneurial genius into an empire, but also relates his status in Atlanta, Georgia, as a prominent banker, realtor, philanthropist, civil servant, and mayor. Painting a lively portrait of the past, this biography tells a fascinating American story that covers a century of American and Southern life as seen through the eyes of a middle-class family elevated to prominence by their patriarch's incredible success. It not only provides a peek into the horse-and-buggy days of one of the nation's major corporations, but also follows Coca-Cola's fascinating transformation from patent-medicine to international phenomenon. Family dynamics weave through this drama of love, disappointments, and disaster played out against the background of four wars, a race riot, technological revolutions, and numerous courtroom dramas.

**Design to Grow** David Butler 2016-02-23 "Expert advice from Coca-Cola's vice president of Innovation and Entrepreneurship: Learn how Coca-Cola uses design to grow its business by 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 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 winners--regardless of size or industry--will be the ones that know 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 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 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"--