

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

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For God Country And Coca

For God, Country, and Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It [Mark Pendergrast] on Amazon.com. *FREE* shipping on qualifying offers. 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

For God, Country, and Coca-Cola: The Definitive History of ...

For God, Country & Coca-Cola is a cultural, social, and economic history of America as seen through the green glass of a Coke bottle. And what a quintessentially American tale it is. Coca-Cola began humbly as a patent medicine amid the fervor and chaos of Reconstruction Atlanta. A shrewd marketer saw its value as a beverage, and it rapidly grew through the Gilded Age to become the dominant ...

For God Country and Coca-Cola - Inside the Outbreaks

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.

For God, Country, and Coca-Cola - barnesandnoble.com

For God, Country and Coca-Cola is the definitive 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 21st century, the story of Coke is as unique, tasty, and effervescent as the drink itself.

For God, Country & Coca-Cola: The Definitive History of ...

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 ...

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For God, Country, and Coca-Cola - Mark Pendergrast ...

While the subtitle of Pendergrast's study suggests an ambush of Coca-Cola, the author obviously received at least semiofficial assistance in compiling his gossipy, essentially sympathetic history of a company that has attained cultural as well as commercial success. In a saga notable for vivid anecdotal detail, journalist Pendergrast toes the chronological line and appears more interested in ...

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