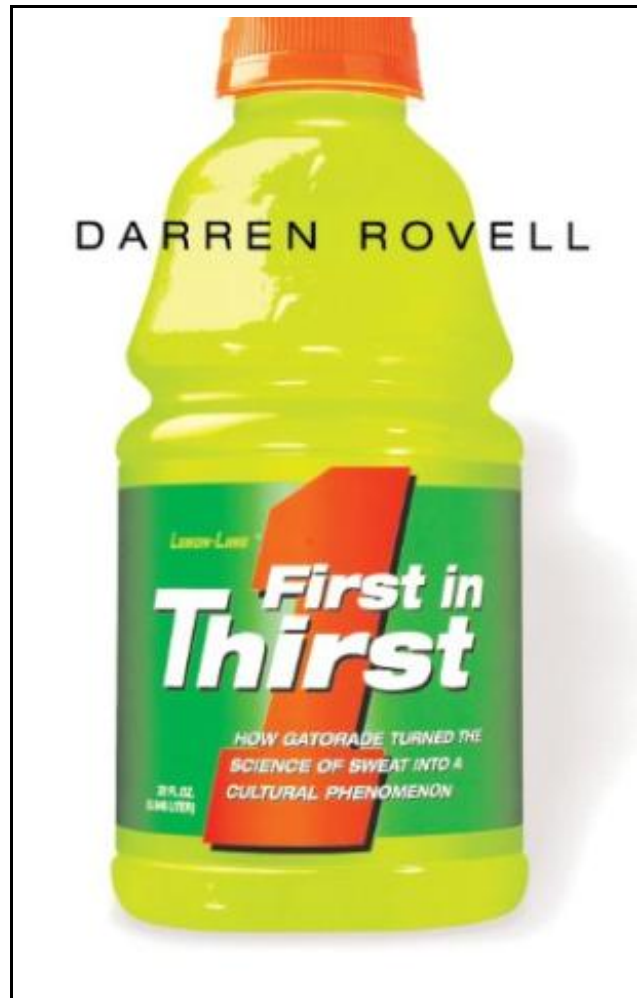


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(Mrs. Winifred Fritsch)

FIRST IN THIRST: HOW GATORADE TURNED THE SCIENCE OF SWEAT INTO A CULTURAL PHENOMENON

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AMACOM. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.4in. x 6.3in. x 0.9in. Remember the Cola Wars, with Coke and Pepsi battling it out year after year for supremacy in the soft drink market Or what about the Burger Wars, the legendary slugfests between McDonalds and Burger King Then of course, there were the Sports Drink Wars. If you blinked, you might have missed them, because Gatorade has swiftly and decisively fended off every would-be rival. Although a few other brands hold slim market shares, the fact is that Gatorade single-handedly created the sports drink industry 40 years ago and has absolutely ruled it ever since. But Gatorade is more than just a triumph of branding. First, its a trusted product that has been scientifically proven to do what it claims to do. Second, Gatorade is an enthralling story, brought to life in bright color and sharp detail in First in Thirst. Author Darren Rovell, a skilled, objective, and passionate journalist, chronicles every astonishing milestone of the companys history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures past and present, Rovell recounts the sweat-drenched University of Florida football practices, the first (unpalatable) prototypes, and the commercial and financial interest that quickly took hold following the drinks first on-field successes. Then came the advertising, sponsorships, product placements (many of them fortuitous), and finally the two milestones that cemented Gatorades iconic status once and for all -- the ubiquitous Gatorade bath and the Michael Jordan Be Like Mike endorsement deal. With refreshing candor, First in Thirst also offers an inside look at the negotiations, battles, lawsuits, mergers and acquisitions, product strategies, lucky breaks, and even the missteps (there have not been many) that have attended Gatorades reign as the 800-pound gorilla of the sports-drink...



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