

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

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**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-Cola Socialism** Radina Vučetić 2018-06-20 This book is about the Americanization of Yugoslav culture and everyday life during the nineteen-sixties. After falling out with the Eastern bloc, Tito turned to the United States for support and inspiration. In the political sphere the distance between the two countries was carefully maintained, yet in the realms of culture and consumption the Yugoslav regime was definitely much more receptive to the American model. For Titoist Yugoslavia this tactic turned out to be beneficial, stabilising the regime internally and providing an image of openness in foreign policy. Coca-Cola Socialism addresses the link between cultural diplomacy, culture, consumer society and politics. Its main argument is that both culture and everyday life modelled on the American way were a major source of legitimacy for the Yugoslav Communist Party, and a powerful weapon for both USA and Yugoslavia in the Cold War battle for hearts and minds. Radina Vučetić explores how the Party used American culture in order to promote its own values and what life in this socialist and capitalist hybrid system looked like for ordinary people who lived in a country with communist ideology in a capitalist wrapping. Her book offers a careful reevaluation of the limits of appropriating the American dream and questions both an uncritical celebration of Yugoslavia's openness and an exaggerated depiction of its authoritarianism.

**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.

**Elvis, Jesus and Coca-Cola** Kinky Friedman 1993 This is a collection of three humorous detective stories set in and around the country music scene of Greenwich Village, New York, that feature the author as the detective-hero. Friedman other books include The Kinky Friedman Crime Club and More Kinky Friedman.

**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.

**Birth of a Salesman** Walter A. FRIEDMAN 2009-06-30 In this entertaining and informative book, Walter Friedman chronicles the remarkable metamorphosis of the American salesman from itinerant amateur to trained expert. From the mid-nineteenth century to the eve of World War II, the development of sales management transformed an economy populated by peddlers and canvassers to one driven by professional salesmen and executives. From book agents flogging Ulysses S. Grant's memoirs to John H. Patterson's famous pyramid strategy at National Cash Register to the determined efforts by Ford and Chevrolet to craft surefire sales pitches for their dealers, selling evolved from an art to a science. "Salesmanship" as a term and a concept arose around the turn of the century, paralleling the new science of mass production. Managers assembled professional forces of neat responsible salesmen who were presented as hardworking pillars of society, no longer the butt of endless "traveling salesman" jokes. People became prospects; their homes became territories. As an NCR representative said, the modern salesman "let the light of reason into dark places." The study of selling itself became an industry, producing academic disciplines devoted to marketing, consumer behavior, and industrial psychology. At Carnegie Mellon's Bureau of Salesmanship Research, Walter Dill Scott studied the characteristics of successful salesmen and ways to motivate consumers to buy. Full of engaging portraits and illuminating insights, *Birth of a Salesman* is a singular contribution that offers a clear understanding of the transformation of salesmanship in modern America. Reviews of this book: The history Friedman weaves is engrossing and the book hits stride with entertaining chapters on Mark Twain's marketing of the memoirs of Ulysses S. Grant (apparently Twain was as talented a

businessman as a writer) and on the shift from the drummer--the middleman between wholesalers and regional shopkeepers--to the department store...In *Birth of a Salesman*, Friedman has crafted a history of an 'inherently unlikable process' with depth, affection and intelligent analysis. --Carlo Wolff, *Boston Globe* I very much enjoyed reading this book. It is well written, well argued, and thoroughly researched. Salesmen, Friedman argues, helped distribute the products of America's increasingly bountiful manufacturing industries, invented new forms of managerial hierarchies, investigated the psychology of desire, and were in the vanguard of America's transformation from a producer to a consumer society. He powerfully shows that the rise of modern business practices and the emergence of a particularly American culture of consumption can only be fully understood if we examine the history of selling. --Sven Beckert, author of *The Monied Metropolis* Walter Friedman's *Birth of a Salesman: The Transformation of Selling in America* is an important book. The modern industrial economy, created in the United States and Europe between the 1880s and the 1930s, required the integration of large-scale production and marketing. The evolution of mass production is a well-known story, but Friedman is the first to fill in the crucial marketing side of that industrial revolution. --Alfred D. Chandler, Jr., author of *The Visible Hand* and *Scale and Scope* With wit and verve, Walter Friedman gives us a cast of memorable characters who turned salesmanship from ballyhoo to behaviorism, from silliness to science. Informed by prodigious research, *Birth of a Salesman* also clarifies the birth of modern marketing--from an angle that humanizes its subject through wry, ironic, but serious analysis. This is a pioneering work on a subject crucial to American social, cultural, and business history. --Thomas K. McCraw, author of *Creating Modern Capitalism*

**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.

**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."

*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.

*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.

**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.

*Beyond Fair Trade* Mark Pendergrast 2015-09-19 The author of *Uncommon Grounds* offers "a rich and resonantly detailed account of an unlikely partnership" that redefined the concept of fair trade (*Coffee Review*). The Akha hill Tribe of Thailand has a long, tumultuous history. Politics, economics, and land development consistently worked against the Akha's desire to move away from their dependency on opium production and create a stable future for their children. That all changed in 2006 when Canadian

businessman John Darch met with Thai entrepreneur Wicha Promyong. Their meeting resulted in the establishment of an equal partnership business venture that goes beyond fair trade: the Doi Chaang Coffee Company. *Beyond Fair Trade* tells the story of the growth of this unique partnership, its successes and challenges, and the incredible people who made it happen.

*Inside the Outbreaks* Mark Pendergrast 2010-04-13 The "fascinating" story of the CDC's intrepid investigators, who travel the world to protect us from deadly pathogens (*Chicago Tribune*). Since its founding in 1951, the Epidemic Intelligence Service has waged war on every imaginable ailment. When an epidemic hits, the EIS will be there to crack the case, however mysterious or deadly, saving countless lives in the process. Over the years they have successfully battled polio, cholera, and smallpox, to name a few, and in recent years have turned to the epidemics killing us now—smoking, obesity, and gun violence among them. The successful EIS model has spread internationally: former EIS officers on the staff of the Centers for Disease Control have helped to establish nearly thirty similar programs around the world. EIS veterans have gone on to become leaders in the world of public health in organizations such as the World Health Organization. *Inside the Outbreaks* takes readers on a riveting journey through the history of this remarkable organization, following Epidemic Intelligence Service officers on their globetrotting quest to eliminate the most lethal and widespread threats to the world's health.

**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."

*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 Candler 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.

*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 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.

**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.

*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

**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. Thomas Pellechia is an independent journalist and writer who previously produced wine in the Finger Lakes and operated a wine shop in Manhattan. He is the author of *Wine: The 8,000-Year-Old Story of the Wine Trade*, *The Complete Idiot's Guide to Starting and Running a Winery*, and *Timeless Bounty: Food and Wine in New York's Finger Lakes*. He lives in Hammondsport, New York.

*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.

*Uncommon Grounds* Mark Pendergrast 2010-09-28 *Uncommon Grounds* tells the story of coffee from its discovery on a hill in ancient Abyssinia to the advent of Starbucks. In this updated edition of the classic work, 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.

**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.

**Design to Grow** David Butler 2015-02-10 Tomorrow's business winners need two things: scale and agility. The answer to both is design. For over a century, The Coca-Cola Company has used design to scale its flagship brand to over 200 countries. And in recent years it has sustained that growth while becoming even more agile - something most established businesses struggle with. In *Design to Grow*, Coca-Cola's vice president of Innovation and Entrepreneurship David Butler gives an unprecedented behind-the-scenes look at Coca-Cola's design-led strategy for growth. He shows how any business can use the same approach to get to the next level. Clear and actionable, this book is a must-read for leaders, creatives and entrepreneurs. 'A

handy blueprint for how any company can use design to stay ahead of the competition' The Times 'Reading Design to Grow has caused me to think differently about my company. I am confident it will do the same for how you think about yours' Tim Brown, CEO of IDEO

**Mirror, Mirror** Mark Pendergrast 2009-04-28 Of all human inventions, the mirror is perhaps the one most closely connected to our own consciousness. As our first technology for contemplation of the self, the mirror is arguably as important an invention as the wheel. Mirror Mirror is the fascinating story of the mirror's invention, refinement, and use in an astonishing range of human activities -- from the fantastic mirrored rooms that wealthy Romans created for their orgies to the mirror's key role in the use and understanding of light. Pendergrast spins tales of the 2,500-year mystery of whether Archimedes and his "burning mirror" really set faraway Roman ships on fire; the medieval Venetian glassmakers, who perfected the technique of making large, flat mirrors from clear glass and for whom any attempt to leave their cloistered island was punishable by death; Isaac Newton, whose experiments with sunlight on mirrors once left him blinded for three days; the artist David Hockney, who holds controversial ideas about Renaissance artists and their use of optical devices; and George Ellery Hale, the manic-depressive astronomer and telescope enthusiast who inspired (and gave his name to) the twentieth century's largest ground-based telescope. Like mirrors themselves, Mirror Mirror is a book of endless wonder and fascination.

*Coca Wine* Aymon de Lestrang 2018-12-18 A lavishly illustrated history of coca wine and the revolutionary advertising methods that 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 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, including Sigmund Freud • Examines Mariani's highly successful international advertising campaigns, the first to use celebrity endorsements, including 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 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 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 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 Angelo Mariani (1838-1914). Many celebrities sang its praises, including Pope Benedict XV, Sarah Bernhardt, Thomas Edison, H. G. Wells, 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 full-color illustrated history of coca wine, the first of its kind, author Aymon de Lestrang follows Mariani's interest in coca from its medicinal applications to the 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 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 the many coca preparations then available at drugstores. He also studies the introduction of cocaine in these two countries and the prohibition laws that followed. Aymon de Lestrang demonstrates how Mariani became, in many ways, the father of modern advertising with his highly successful advertising campaigns. 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 Mariani commissioned the top writers and artists of the day, such as Jules Chéret and Alphonse Mucha, to produce works celebrating coca wine. 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. 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 in the spiritual community, which is seeking to rehabilitate the reputation of coca, the sacred plant of the Incas.

**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. Resisting McDonaldization Barry Smart 1999-04-28 George Ritzer's McDonaldization 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 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 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 critically

**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

**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

*America's Coming-Of-Age* Van Wyck Brooks 2018-10-10 This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

**Christ to Coke** Emeritus Professor of the History of Art Martin Kemp 2012 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 equation,  $E = mc^2$ .

**The Road** Cormac McCarthy 2019-03-07 The post-apocalyptic modern classic with an introduction by novelist John Banville. In a burned-out America, a father and his young son walk under a darkened sky, heading slowly for the coast. They have no idea what, if anything, awaits them there. The landscape is destroyed, nothing moves save the ash on the wind and cruel, lawless men stalk the roadside, lying in wait. Attempting to survive in this brave new world, the young boy and his protector have nothing but a pistol to defend themselves. They must keep walking. Winner of the Pulitzer Prize for Fiction, *The Road* is an

incandescent novel, the story of a remarkable and profoundly moving journey. In this unflinching study of the best and worst of humankind, Cormac McCarthy boldly divines a future without hope, but one in which, miraculously, this young family finds tenderness. An exemplar of post-apocalyptic writing, *The Road* is a true modern classic, a masterful, moving and increasingly prescient novel. This edition is part of the Picador Collection, a series of the best in contemporary literature, inaugurated in Picador's 50th Anniversary year.

*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.

Secret Formula Diane Publishing Company 1999-04-01

**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.

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*.

**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.

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

**Coffee Life in Japan** Merry White 2012-05 "Cafes are where change happens and people feel most themselves. In this surprising book we see how Japan came of age in the café—where women became free, where people jazz and poetry could reign. And, of course, where coffee is at its perfectionist best. Always a congenial companion and teacher, Merry White shows us a whole society in a beautifully made cup." —Corby Kummer, *The Atlantic* "Merry White's book is vital reading for anyone interested in culture and coffee, which has a surprising and surprisingly long history in Japan. Tracing the evolving role of the country's cafes, and taking us on armchair visits to some of the best, White makes us want to board a plane immediately to sample a cup brewed with 'kodawari,' a passion bordering on obsession. " —Devra First, *The Boston Globe* "Coffee Life in Japan features highly engaging history and ethnographic detail on coffee culture in Japan. Many readers will delight in reading this work. White provides an affectionate, deeply felt, well reasoned book on coffee, cafes, and urban spaces in Japan."—Christine Yano, author of *Airborne Dreams: "Nisei" Stewardesses and Pan American World Airways* "Combining unmistakable relish for the subject with decades of academic expertise, Merry White skillfully demonstrates that the café, not the teahouse, is a core space in urban Japanese life. Her portrait of their endurance, proliferation, and diversity aptly illustrates how coffee drinking establishments accommodate social and personal needs, catering to a range of tastes and functions. It is a lovely and important book not only about the history and meanings of Japan's liquid mojo, but also about the creation of new urban spaces for privacy and sociality." —Laura Miller, author of *Beauty Up: Exploring Contemporary Japanese Body Aesthetics*