

For God, Country & Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It

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Summary:

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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. 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, *1/2*The Real Thing. It even contains the original Coca-Cola formula

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