

Belching Out the Devil: Global Adventures with Coca-Cola

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✓ Verified Book of Belching Out the Devil: Global Adventures with Coca-Cola

Summary:

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Coca-Cola and its logo are everywhere. In our homes, our workplaces, even our schools. It is a company that sponsors the Olympics, backs US presidents and even re-brands Santa Claus. A truly universal product, it has even been served in space.

From Istanbul to Mexico City, Mark travels the globe investigating the stories and people Coca-Cola's iconic advertising campaigns don't mention. Child labourers in the sugar cane fields of El Salvador. Indian workers exposed to toxic chemicals. Colombian union leaders falsely accused of terrorism and jailed alongside the paramilitaries who want to kill them. And many more...

Provocative, funny and stirring, Belching Out the Devil investigates the truth behind one of the planet's biggest brands.

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