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The Sparkling Story Of Coca-Cola: An Entertaining History Including Collectibles, Coke Lore, And Calendar Girls



Synopsis

The Sparkling Story of Coca-Cola, a compendium of America's favorite soft drink, is an entertaining account of the product that helped define the term "pop culture." From the history of Coke's distinctive flavor, the fight for control of the formula, and the early days of advertising to the legal battles, the introduction of vending machines, and the huge demand for Coke spurred on by baby boomers, The Sparkling Story of Coca-Cola presents an overview of this world-famous product and company. With an appealing combination of entertaining text and incredible artwork -- including vintage photos, calendars, and collectibles -- this book is sure to appeal to Coke aficionados everywhere.

Book Information

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Customer Reviews

The Sparkling Story of Coca-Cola will delight all those who would like to know the origins of the world's favorite soft drink and see many delightful early examples of advertising and promotional materials. One of my favorite museums with a commercial focus is the Coca-Cola Museum in Atlanta. I was prepared to be disappointed with this book, assuming that it would have less material than I found at the museum. Instead, I found The Sparkling Story of Coca-Cola to be much more detailed, easier to follow and with higher quality graphics than in the museum. The people who will be disappointed in this book are those who want to follow Coca-Cola's progress in detail from 1935 on. The book is a little sketchy for the last 68 years, but wonderfully detailed before that. The historical side of the book captures the development of carbonated soft drinks in drug stores from

medicinal mineral waters and then connects how the formula for Coca-Cola emerged. Anyone who has wanted to understand about the cocaine and caffeine in the original formula will probably have their thirst for knowledge slaked. There also plenty of educated guesses about what the rest of the ingredients are now. The book goes on to explain the transition into distributing the syrup around the country, bottling and supermarket distribution. I found all of these explanations to be thorough, without being dense, and interesting without trying to be cute. The illustrations are what really made the book for me. In Coca-Cola's earliest days, the company was a pioneer in mass advertising. Although a fountain glass of Coca-Cola only cost five cents, that was a lot of money when the product first came out. With a sure instinct, the advertising portrayed attractive, healthy upper class young women with the product.

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