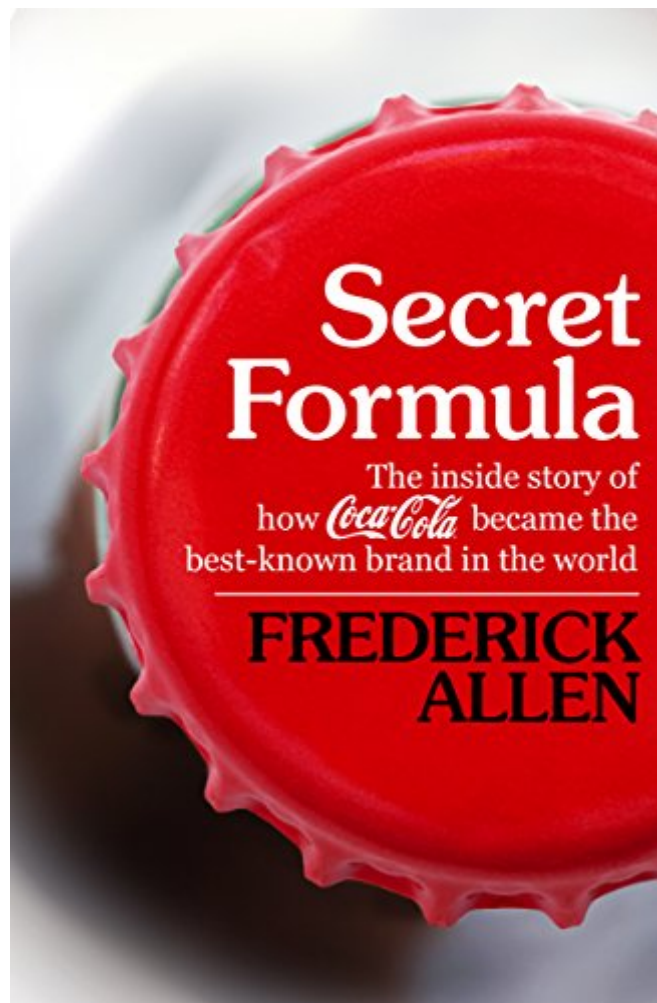




Ebook Directory
the best source of ebook

The book was found

Secret Formula: The Inside Story Of How Coca-Cola Became The Best-Known Brand In The World



Synopsis

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 Candlers 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.

Book Information

File Size: 12165 KB

Print Length: 510 pages

Publisher: Open Road Media; Reprint edition (October 27, 2015)

Publication Date: October 27, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B01543FEE4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #91,830 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #8 in Kindle Store > Kindle eBooks > Business & Money > Biography & History > Company Profiles #16 in Kindle Store > Kindle eBooks > Business & Money > Industries > Restaurant & Food #36

Customer Reviews

The story of Coca Cola is truly an amazing tale, and truly an American experience. The author allows us all of the inside information regarding its beginnings including an real understanding of the times and culture. The story is full of diverse human personalities with all of their strengths and failings. The weakness of the book comes in the middle when the minutia bogs it down. Sometimes less is more and that is likely the case here. But overall this is an interesting and entertaining read.

If you like historical novels, this should be read. The author does a great job weaving the story of Coke from the beginning until the late 80s. There are several surprises and twists. The only issue, is it is a bit too detailed in parts.

Anyone who drinks any soft drink will find this fascinating. Coca Cola has come to be seen as a symbol for our country around the world. This books tells you how that happened

A longish light read for an interesting light subject. Nothing earth shaking here although I guess the story in total is significant culturally and business history wise. I would recommend this for people who enjoy reading and have some level of interest in the subject.

Really interesting . It is amazing that coke ever survived, considering all the goings on within the company. I enjoyed the history of the times. The ending was very abrupt - I was expecting to read the next chapter only to find that the book was finished.

Very interesting business example of building a massive powerful brand.

The story of the founder and the first half century was good.

A really interesting tale about the totally bonkers history of the Coca Cola company. Beyond just the corporate soap opera, I really appreciated the insight and countless historic examples as to how big business dominates politics.

[Download to continue reading...](#)

Secret Formula: The Inside Story of How Coca-Cola Became the Best-Known Brand in the World

Petretti's Coca-Cola Collectibles Price Guide: The Encyclopedia of Coca-Cola Collectibles, 12th B. J. Summers' Guide To Coca-Cola (B J Summer's Guide to Coca Cola Identification) Coca-Cola Collectible Cars & Trucks (Collector's Guide to Coca Cola Items Series) B.J. Summers Guide to Coca-Cola Seventh Edition (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Petretti's Coca-Cola Collectibles Price Guide - 9th Edition; The Encyclopedia of Coca-Cola Collectibles Coca-Cola: The Collector's Guide to New and Vintage Coca-Cola Memorabilia Coca Cola Commemorative Bottles (Coca-Cola Commemorative Bottles: Identification & Value Guide) Petretti's Coca-Cola Collectibles Price Guide (Warman's Coca-Cola Collectibles: Identification & Price Guide) Coca-Cola Collectible Polar Bears (Collector's Guide to Coca Cola Items Series) Coca-Cola Collectible Santas: Official Coca-Cola Collectors Series Summers Pocket Guide to Coca-Cola (B. J. Summers' Pocket Guide to Coca-Cola) B J Summer's Guide to Coca-Cola (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Petretti's Coca-Cola Collectibles Price Guide: The Encyclopedia of Coca-Cola Collectibles 12th (twelve) edition Text Only B.J. Summers' Guide to Coca-Cola: Identifications, Current Values (B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates) Coca Cola: Identifications, Current Values, Circa Dates. (B. J. Summers' Pocket Guide to Coca-Cola) How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Top25 Best Sale - Higher Price in Auction - March 2014 - Coke Coca-Cola Collectibles Create Demand for Your Brand: Brand From The INSIDE out

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)