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This is a story of how

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the bad guy wins.
Coca-Cola being the
bad guy. The book is
well written and
researched and very
clearly shows 1. How
Coca-Cola came to be
and 2. Why they're
the bad guy. The
point is that Coca-
Cola pioneered the
ways of terminal
capitalism by
perfecting corporate

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parasitism. **Coke**

**The Making Of
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... **Bartow J**

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Coke took on the
persona of a citizen
during the war and
stated repeatedly
that it was enlisting
its sugar for the
public good. Despite
being the number

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one brand in the world, coke was always a net consumer not a net producer since it outsourced all its production - way before the word 'outsourced' attained its current popularity.

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book I can
recommend adding
to your reading list
and it's one you can
pick up here. The
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took away from it.

Coca-Cola was the world ' s most valuable brand in 2012.

Bartow J

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Elmore examines the
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from its modest beginnings until it became one of the most valuable trademarks in the world. Elmore examines every ingredient in the beverage and explained how the company could always lower its expenses by finding cheap substitutes as

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well as having a monopoly on the trade of some key ingredients like the coca leaf.

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Citizen Coke: The
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new history Bartow J.

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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

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national empire, and
“ boss ” Robert
Woodruff, who
nurtured
partnerships with
companies like
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“ Citizen Coke is a
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Coke 's empire in ecological, economic, and social terms. It allows us to see the contours of an economy based on partnerships between governments and corporations like Coca-Cola. It makes us conscious of the giant ecological footprint of the Real

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the real lives of real
people.

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demonstrate[s] a
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environmental

historian at the
University of

Alabama, tells us that
the answer isn't

“either/or.” Citizen
Coke and Killer Coke

are conjoined twins,
each providing the
other with essential
life support.

Killer Coke - The
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account of the

“unmatched
ecological appetite”
behind Coca-Cola’s
worldwide success. In

this deeply informed
debut, Elmore

(History/Univ. of
Alabama) details the
outsourcing strategy
that he calls “Coca-

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Cola Capitalism,” which has allowed Coke to become the world’s top brand, with operations in more than 200 countries, at a huge cost to the environment and human health.

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