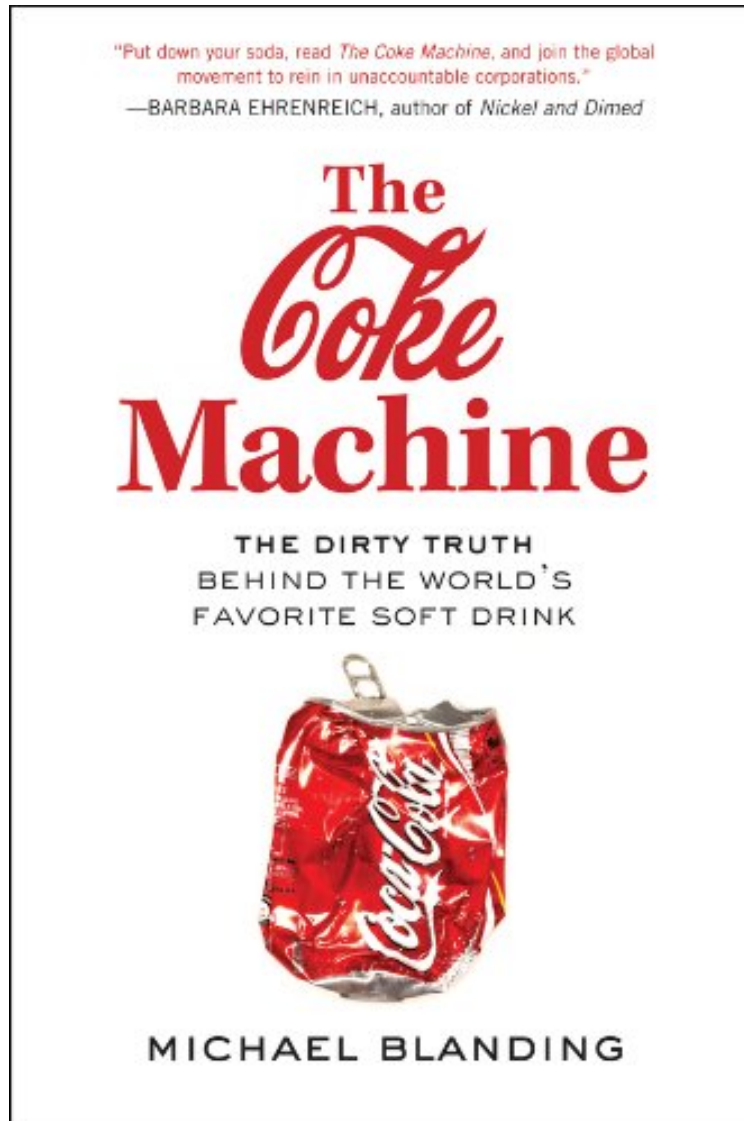


[Download] The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink

The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink

Michael Blanding

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Michael Blanding : The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink before purchasing it in order to gage whether or not it would be worth my time, and all praised *The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink*:

0 of 0 people found the following review helpful. Even if you are a Dr. Pepper fan, you probably should read this bookBy Miller.Some of the chapters start out or include smutty little portions which should have been part of a grocery store tabloid rather than a history of the company with the most-recognized trademark in the world. Maybe

this portions belong in the story; the reader must form his/her own opinion. The book is pretty much a no-holds-barred collection of anecdotes and characters who have made the company what it is today. It includes the Pepsi wars and fights for survival as America's and the world's tastes have demanded. Many readers, including this one, were probably not aware that Coke had bottlers in Nazi Germany when WW II was in full swing. Other revelations may strike the reader as reasons enough to drink only distilled water. With its many twists and turns, it constitutes a readable and interesting yarn, not among my top ten or even 100, but still a pretty good book. 0 of 0 people found the following review helpful. Bad Coke By Darla M. McCorkle I don't drink Coke bc of this book. Just an awful company! 1 of 1 people found the following review helpful. Even my 12 year old grandson liked this book! By Customer You know what I found compelling about this book? Even my 12 year old grandson was interested in it's content. This is a great read for adults and adults who would like to educate their children about the REAL story behind Coke!

The Coke Machine takes readers deep inside the Coca-Cola Company and its international franchisees to reveal how they became the number one brand in the world, and just how far they'll go to stay there. Ever since its "I'd like to teach the world to sing" commercials from the 1970s, Coca-Cola has billed itself as the world's beverage, uniting all colors and cultures in a mutual love of its caramel-sweet sugar water. The formula has worked incredibly well-making it one of the most profitable companies on the planet and "Coca-Cola" the world's second- most recognized word after "hello." However, as the company expands its reach into both domestic and foreign markets, an increasing number of the world's citizens are finding the taste of Coke more bitter than sweet. Journalist Michael Blanding's The Coke Machine probes shocking accusations about the company's global impact, including: ? Coca-Cola's history of winning at any cost, even if it meant that its franchisees were making deals with the Nazis and Guatemalan paramilitary squads ? How Coke has harmed children's health and contributed to an obesity epidemic through exclusive soda contracts in schools ? The horrific environmental impact of Coke bottling plants in India and Mexico, where water supplies have been decimated while toxic pollution has escalated ? That Coke bottlers stand accused of conspiring with paramilitaries to threaten, kidnap, and murder union leaders in their bottling plants in Colombia A disturbing portrait drawn from an award-winning journalist's daring, in-depth research, The Coke Machine is the first comprehensive probe of the company and its secret formula for greed. COKE is a registered trademark of The Coca-Cola Company. This book is not authorized by or endorsed by The Coca-Cola Company.