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In Citizen Coke: The Making of Coca-Cola Capitalism, Bartow Elmore examines the history of Coca-Cola 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 well as having a monopoly on the trade of some key ingredients like the coca leaf.

Citizen Coke: The Making of Coca-Cola Capitalism: Elmore ...

In Citizen Coke: The Making of Coca-Cola Capitalism, Bartow Elmore examines the history of Coca-Cola 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 well as having a monopoly on the trade of some key ingredients like the coca leaf.

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Amazon.com: Citizen Coke: The Making of Coca-Cola ...

This is a story of how 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 parasitism.

Citizen Coke: The Making of Coca-Cola Capitalism by Bartow ...

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 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.

Citizen Coke: The Making of Coca-Cola Capitalism ...

Citizen Coke: The Making of Coca-Cola Capitalism. "Citizen Coke demonstrate [s] a complete lack of understanding about the Coca-Cola system past and present." - Ted Ryan, the Coca-Cola Company. By...

Citizen Coke: The Making of Coca-Cola Capitalism by Bartow ...

Citizen Coke : The Making of Coca-Cola Capitalism by Bartow J. Elmore (2016, Trade Paperback) Be the first to write a review. About this product. Current slide 1 of 1- Top picked items. Brand new.

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Citizen Coke : The Making of Coca-Cola Capitalism by ...

Citizen Coke: The Making of Coca-Cola Capitalism by Bartow J. Elmore is another book I can recommend adding to your reading list and it's one you can pick up here. The quotes below are just a few of the interesting quotes I took away from it. Coca-Cola was the world's most valuable brand in 2012.

Quotes From Citizen Coke: The Making of Coca-Cola ...

In Citizen Coke: The Making of Coca-Cola Capitalism, Bartow Elmore examines the history of Coca-Cola 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 well as having a monopoly on the trade of some key ingredients like the coca leaf.

Amazon.com: Customer reviews: Citizen Coke: The Making of ...

Citizen Coke: The Making of Coca-Cola Capitalism. In this new history Bartow J. 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 national empire, and "boss" Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto.

Citizen Coke: The Making of Coca-Cola Capitalism ...

"Citizen Coke is a brilliant analysis of Coke's empire in ecological, economic, and social terms.

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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 Thing, which impacts the real lives of real people.

Citizen Coke by Bartow J. Elmore

Citizen Coke (Hardcover) The Making of Coca-Cola Capitalism. By Bartow J. Elmore. W. W. Norton & Company, 9780393241129, 432pp. Publication Date: November 3, 2014. Other Editions of This Title: Paperback (12/6/2016) Compact Disc (11/3/2014) MP3 CD (11/3/2014) Compact Disc (11/3/2014)

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Citizen Coke: The Making of Coca-Cola Capitalism by Bartow ...

Citizen Coke: The Making of Coca-Cola Capitalism. By Bartow J. Elmore. New York: W. W. Norton & Company, 2015. 416 pp. Photographs, illustrations, figures ...

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£17.99 ISBN 9780393241129 Published 4 February 2015

Citizen Coke: The Making of Coca-Cola Capitalism, by ...

" Citizen Coke demonstrate[s] a complete lack of understanding about the Coca-Cola system past and present." —Ted Ryan, the Coca-Cola Company, Citizen Coke, The Making of Coca-Cola Capitalism, Bartow J Elmore, 9780393353341

Citizen Coke | Bartow J Elmore | W. W. Norton & Company

Citizen Coke: The Making of Coca-Cola Capitalism Bartow J. Elmore. Norton, \$27.95 (416p) ISBN 978-0-393-24112-9. Buy this book. Founded in 1866 by a cash-strapped morphine addict operating out ...

Nonfiction Book Review: Citizen Coke: The Making of Coca ...

In Citizen Coke: The Making of Coca-Cola Capitalism, Bartow J. Elmore, an 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 American Interest

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Amazon.com: Customer reviews: Citizen Coke: The Making of ...

An eye-opening 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-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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