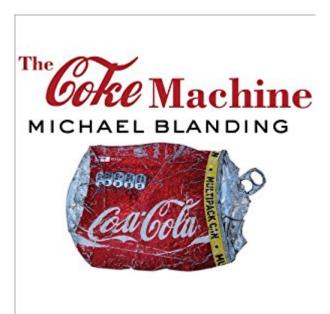
The book was found

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





Synopsis

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 squadsHow Coke has harmed children's health and contributed to an obesity epidemic through exclusive soda contracts in schoolsThe 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 ColombiaA 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.

Book Information

Audible Audio Edition

Listening Length: 13 hours and 3 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Tantor Audio

Audible.com Release Date: September 16, 2010

Whispersync for Voice: Ready

Language: English

ASIN: B0043DK9OW

Best Sellers Rank: #369 in Books > Business & Money > Industries > Restaurant & Food #1503

in Books > Business & Money > Industries > Hospitality, Travel & Tourism #1863 in Books >

Business & Money > Biography & History > Company Profiles

Customer Reviews

If you're planning on reading Blanding's THE COKE MACHINE there's one thing you need to be

prepared for: you'll walk away from the book with a Coke jingle or two stuck in your head indefinitely. Despite this, the book is an excellent read that should be passed along to family and friends because when you're done with it you'll want to discuss it. From a purely aesthetic point of view, THE COKE MACHINE is well organized, strongly researched and superbly written. The introduction begins with a grueling story of a murdered union worker in Columbia and compels the reader to consider the complex question of corporate responsibility for moral and ethical behavior in the face of a corporation's drive toward stakeholder profits. Blanding builds momentum by describing the history of Coke, its ad campaigns, and its national struggles to resist any negative mark on its brand image. Part two weaves Coke's international story through Mexico, Colombia, India and Guatemala, raising questions about Coke's role in environmental destruction, water shortages, dismantling of unions, and even murder. There's something interesting for everyone in this book, because the Coca-Cola Company is ubiquitous within the United States and internationally, and because it has affected all of our lives whether we realize it or not. As The Coke Machine describes. Coke has spent its more than one hundred years in existence protecting its image and sales beyond anything else; the "dirty truth" about Coke that Blanding so factually lays out before us. If you're a parent, the book's chapter on "The Battle for Schools" should not go unread.

Download to continue reading...

The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink Coke or Pepsi?: 1000 Coke or Pepsi Questions to Ask Your Friends? Soft Corals: Selecting and Maintaining Soft Corals Feeding and Algal Symbiosis Lighting and Water Clarity (Creating the Reef Environment) The Bread Lover's Bread Machine Cookbook: A Master Baker's 300 Favorite Recipes for Perfect-Every-Time Bread-From Every Kind of Machine The Dirty Version: On Stage, in the Studio, and in the Streets with Ol' Dirty Bastard Dirty Greek: Everyday Slang from "What's Up?" to "F*%# Off!" (Dirty Everyday Slang) Grammar Girl's Quick and Dirty Tips for Better Writing (Quick & Dirty Tips) Sex Positions & Dirty Talk Examples: Two Books in One: The Best Sex Positions Ever, How to Talk Dirty, and Kama Sutra Dirty Billionaire: The Dirty Billionaire Trilogy, Book 1 200 Dirty Talk Examples: How to Dirty Talk Your Way to the Most Graphic, Mind-Blowing Sex of Your Life How to Talk Dirty: Dirty Talk Examples, Secrets for Women and Men, Straight, Gay and Bi, Spice Up Your Sex Life and Have Mindblowing Sex: Great Sex Book, Series 1 Dirty Together: The Dirty Billionaire Trilogy, Book 3 Kosher USA: How Coke Became Kosher and Other Tales of Modern Food (Arts and Traditions of the Table: Perspectives on Culinary History) Tomart's Price Guide to Character & Promotional Glasses: Including Pepsi, Coke, Fast-Food, Peanut Butter and Jelly Glasses; Plus Dairy Glasses &

Mil The Sparkling Story of Coca-Cola: An Entertaining History including Collectibles, Coke Lore, and Calendar Girls Neuro-Fuzzy and Soft Computing: A Computational Approach to Learning and Machine Intelligence Left Behind Series Prequel Set (The Rising, Anarchist is Born Before they were Left Behind/ The Regime, Evil Advances Before they were Left Behind/ The Rapture, In the Twinkling of an Eye Countdown to the Earth's Last Days) The Dirty Nasty Truth: 18 True Crime Stories & 10 Life In Prison Stories to Stop Juvenile Delinquency 80 Bread Machine Best-Ever Recipes: Discover the potential of your bread machine with step-by-step recipes from around the world, illustrated in 300 photographs The Infiltrator: My Secret Life Inside the Dirty Banks Behind Pablo Escobar's Medellin Cartel

<u>Dmca</u>