

## ***For God Country And Coca Cola***

*SERIES PREMIERE. Emmet Quinlan, an old widower rattled by dementia, isn't just a problem for his children—his violent outbursts are more than the local cops can handle. When a tornado levels his home as well as the surrounding West Texas town restored Quinlan rises from the wreckage. The enchanted sword at the eye of the storm gives him more than a sound mind and body, however. He's now the only man who can face the otherworldly creatures the sword has drawn down to the Lone Star State... "So much fun to watch creators find that next level. Go, Cates, go! " BRIAN MICHAEL BENDIS*

*Former secretary of education and New York Times bestselling author William Bennett blends his historical expertise with his gift for storytelling into a heartwarming book about the man who ultimately became known as Santa Claus. Beloved writer and speaker William Bennett brings the legendary Saint Nicholas to life in this fascinating and faith-affirming book that will change the way you think about Santa Claus and the meaning of Christmas. Bennett reflects on Saint Nicholas's storied life, which has spanned seventeen centuries across Europe, Asia, and Africa, and reveals an inspiring tale of devotion to God and an example of eternal goodness. *The True Saint Nicholas: Why He Matters to Christmas* focuses on three aspects of Saint Nicholas—historical facts from his life, his legacy in the centuries following his death, and the legendary status that transformed his likeness into the present-day jolly, toy-bearing Santa Claus. The book vividly captures the heart and life of someone who lived long ago—and yet whose life remains an inspiration for everyone to aspire to a higher order of generosity, giving, and devotion to others. An instant classic by one of America's most respected thinkers, *The True Saint Nicholas* is a memorable keepsake to be shared with family and friends every year to evoke the true spirit of Christmas.*

*Now a major motion picture starring Amber Heard, Shiloh Fernandez, Kellan Lutz, and Brittany Snow Scat (formerly known as Michael Holloway) is young, underemployed, and trying to make it in Los Angeles. When he comes up with the idea for the hottest new soda ever, he's sure he'll become the next overnight sensation, maybe even retire early. But in the treacherous waters of corporate America there are no sure things and Scat finds that he has to fight to save his idea if his yet-to-be-realized career will ever get off the ground. With the help of a scarily gorgeous and brilliant marketing director named 6, he sets out on a mission to grab hold the*

fame and fortune that, time and again, elude him. This sharp-witted novel is a scathingly funny satire of celebrity, the pop culture machine, and the length to which a guy will go to get ahead—and get a date while doing it.

A lavishly illustrated history of coca wine and the revolutionary advertising methods that made it a world-wide success • Follows 19th-century pharmacist Angelo Mariani's interest in coca from medical uses to the development and healing effects of his world-famous coca wine, Vin Mariani • Explores the botany of coca, how it differs from cocaine, its traditional uses, and early scientific studies on coca from doctors, including Sigmund Freud • Examines Mariani's highly successful international advertising campaigns, the first to use celebrity endorsements, including testimonies from Pope Benedict XV, Sarah Bernhardt, Thomas Edison, Jules Verne, H. G. Wells, William McKinley, Emile Zola, and Alphonse Mucha One of the oldest and most potent natural stimulants, the leaves of the coca plant are the organic source from which cocaine is synthesized. Fresh coca leaves and products made from them have verified medicinal and healing properties--and not the same addictive qualities or negative side effects as cocaine. In the late 19th century coca products became hugely successful in Europe and the United States. The most famous was Vin Mariani, a coca-based tonic wine developed by Corsican pharmacist Angelo Mariani (1838-1914). Many celebrities sang its praises, including Pope Benedict XV, Sarah Bernhardt, Thomas Edison, H. G. Wells, William McKinley, Emile Zola, and the doctors of Ulysses S. Grant, who credited Vin Mariani with giving him the strength to finish his memoirs before his death. In this full-color illustrated history of coca wine, the first of its kind, author Aymon de Lestrage follows Mariani's interest in coca from its medicinal applications to the creation of the tonic wine. The author explores the botany of coca, how it differs from cocaine, its traditional use in pre-Columbian America, and scientific studies on coca from the 17th through 19th centuries, including from Sigmund Freud, who was a known user. He describes the introduction of coca in the U.S. and France and the many coca preparations then available at drugstores. He also studies the introduction of cocaine in these two countries and the prohibition laws that followed. Aymon de Lestrage demonstrates how Mariani became, in many ways, the father of modern advertising with his highly successful advertising campaigns. He includes vivid reproductions of Mariani's advertisements, many not seen since their original publication in the late 19th and early 20th centuries, and shows how Mariani commissioned the top writers and artists of the day, such as Jules Chéret and Alphonse Mucha, to produce works

*celebrating coca wine. The author reveals how Vin Mariani was the forerunner of Coca-Cola, which clearly plagiarized not only Mariani's product but also his advertising methods. Looking to the future of coca, the author shows how it has gained renewed interest in the scientific community for its therapeutic and nutritional properties and in the spiritual community, which is seeking to rehabilitate the reputation of coca, the sacred plant of the Incas.*

*How Image Becomes Icon*

*Formula for Fortune*

*Elvis, Jesus & Coca Cola*

*Inside Coca-Cola*

*The God of Small Things*

*The Stakes: 2020 and the Survival of American Democracy*

*Kiss the Past Hello*

Uncovering family tensions and questionable tactics, this unauthorized history traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today

This book explores globalization through a historical and anthropological study of how familiar soft drinks such as Coke and Pepsi became valued as more than mere commodities.

Foster discusses the transnational operations of soft drink companies and, in particular, the marketing of soft drinks in Papua New Guinea, a country only recently opened up to the flow of brand name consumer goods. Based on field observations and interviews, as well as archival and library research, this book is of interest to anyone concerned about the cultural consequences and political prospects of globalization, including new forms of consumer citizenship and corporate social responsibility.

What drug lords learned from big business How does a budding cartel boss succeed (and survive) in the 300 billion illegal drug business? By learning from the best, of course.

From creating brand value to fine-tuning customer service, the folks running cartels have been attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola. And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work—and stop throwing away 100 billion a year in a futile effort to win the “war” against this global, highly organized business. Your intrepid guide to the most exotic

and brutal industry on earth is Tom Wainwright. Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers. The cast of characters includes "Bin Laden," the Bolivian coca guide; "Old Lin," the Salvadoran gang leader; "Starboy," the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility. More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

Woodstock Nation

Coke Dates

Why He Matters to Christmas

A History

Design to Grow

## A Talk-rock Album

### Following Soft Drinks from New York to New Guinea

An effervescent exploration of the global history and myriad symbolic meanings of carbonated beverages. More than eighty years before the invention of Coca-Cola, sweet carbonated drinks became popular around the world, provoking arguments remarkably similar to those they prompt today. Are they medicinally, morally, culturally, or nutritionally good or bad? Seemingly since their invention, they have been loved—and hated—for being cold or sweet or fizzy or stimulating. Many of their flavors are international: lemon and ginger were more popular than cola until about 1920. Some are local: tarragon in Russia, cucumber in New York, red bean in Japan, and chinotto (exceedingly bitter orange) in Italy. This book looks not only at how something made from water, sugar, and soda became big business, but also how it became deeply important to people—for fizzy drinks' symbolic meanings are far more complex than the water, gas, and sugar from which they are made.

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

How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke's success was its strategy, from the start, to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was 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. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe. But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke's recent public investments in water purification infrastructure, especially in Africa, it has also built—less publicly—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. Citizen Coke became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

A history of Coca-Cola which in turn reflects American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is now 99 per cent sugar water, the world's most distributed product, available in over 185 countries and a far cry from its chance invention by a morphine addict.

Counter-Cola charts the history of one of the world's most influential and widely known corporations, The Coca-Cola Company.

Over the past 130 years, the corporation has sought to make its products, brands, and business central to daily life in over 200 countries. Amanda Ciafone uses this example of global capitalism to reveal the pursuit of corporate power within the key economic transformations—liberal, developmentalist, neoliberal—of the twentieth and twenty-first centuries. Coca-Cola's success has not gone uncontested. People throughout the world have redeployed the corporation, its commodities, and brand images to challenge the injustices of daily life under capitalism. As Ciafone shows, assertions of national economic interests, critiques of cultural homogenization, fights for workers' rights, movements for environmental justice, and debates over public health have obliged the corporation to justify itself in terms of the common good, demonstrating capitalism's imperative to either assimilate critiques or reveal its limits.

A Novel

Organized Crime and American Power

Inheritance

The Unauthorized History of the Great American Soft Drink and the Company that Makes it

A Global History

The Rise and Fall and Reinvention of a Global Icon

How to Run a Drug Cartel

*"Abbie Hoffman, Yippie non-leader, notorious dope addict and up-and-coming rock group (the WHAT), is currently on trial with seven others for conspiracy to incite riot during the Democratic Convention. When he returned from the Woodstock Festival he had five days before leaving for Chicago to prepare for the trial. Woodstock Nation, which the author wrote in longhand while lying upside down, stoned, on the floor of an unused office of the publisher, is the product of those five days. Other works by Mr. Hoffman include Revolution for the Hell of It and Fuck the System, which he describes as a "tender love epic"."-- Back cover.*

*To save both democracy and a decent economy, here's why it's crucial that Americans elect a truly progressive president. The 2020 presidential election will determine the very survival of American democracy. To restore popular faith in government—and win the election—Democrats need to nominate and elect an economic progressive. The Stakes explains how the failure of the economy to serve ordinary Americans opened the door to a demagogic president, and how democracy can still be taken back from Donald Trump. Either the United States continues the long slide into the arms of the bankers and corporate interests and the disaffection of working Americans—the course set in the past half century by Republican and Democratic presidents alike—or we elect a progressive Democrat in the mold of FDR. At stake is nothing less than the continued success of the American experiment in liberal democracy. That success is dependent on a fairer distribution of income, wealth, and life changes—and a reduction in the political influence of financial elites over both parties. The decay of democracy and economic fairness began long before Trump. The American republic is in need of a massive overhaul. It will take not just a resounding Democratic victory in 2020 but a progressive victory to pull back from the brink of autocracy. The Stakes demonstrates how a progressive Democrat has a better chance than a centrist of winning the presidency, and how only this outcome can begin the renewal of the economy and our democracy. A passionate book from one of America's best political analysts, The Stakes is the book to read ahead of the 2020 primaries and general election.*

*Asa Candler rose from a rural background to reap a fortune. His windfall came from purchasing the Coca-Cola formula in 1888 and establishing the company*

*that became a national phenomenon in less than a decade. In Formula for Fortune, author Ann Uhry Abrams narrates the life and times of Candler from his ancestral background to the death of the last of his five children. Formula for Fortune not only shows how he turned his entrepreneurial genius into an empire, but also relates his status in Atlanta, Georgia, as a prominent banker, realtor, philanthropist, civil servant, and mayor. Painting a lively portrait of the past, this biography tells a fascinating American story that covers a century of American and Southern life as seen through the eyes of a middle-class family elevated to prominence by their patriarch's incredible success. It not only provides a peek into the horse-and-buggy days of one of the nation's major corporations, but also follows Coca-Cola's fascinating transformation from patent-medicine to international phenomenon. Family dynamics weave through this drama of love, disappointments, and disaster played out against the background of four wars, a race riot, technological revolutions, and numerous courtroom dramas.*

*Available for the first time in paperback, The Collected Poems of Frank O'Hara reflects the poet's growth as an artist from the earliest dazzling, experimental verses that he began writing in the late 1940s to the years before his accidental death at forty, when his poems became increasingly individual and reflective.*

*Senor Vivo & The Coca Lord*

*God Country #1*

*A Secret History of Coffee, Coca & Cola*

*A CEO's Life Story of Building the World's Most Popular Brand*

*Diet Coke That Is*

*My Life As a Coke Addict*

*An Autobiography of Whiteness*

**The beloved debut novel about an affluent Indian family forever changed by one fateful day in 1969, from the author of *The Ministry of Utmost Happiness* NEW YORK TIMES BESTSELLER • MAN BOOKER PRIZE WINNER Compared favorably to the works of Faulkner and Dickens, Arundhati Roy's modern classic is equal parts powerful family saga, forbidden love story, and piercing political drama. The seven-year-old twins Estha and Rahel see their world shaken irrevocably by the arrival of their beautiful young cousin, Sophie. It is an event that will lead to an illicit liaison and tragedies accidental and intentional, exposing "big things [that] lurk unsaid" in a country drifting dangerously toward unrest. Lush, lyrical, and unnerving, *The God of Small Things* is an award-winning landmark that started for its author an esteemed career of fiction and political commentary that continues unabated. When an ex-girlfriend vanishes, a documentary-in-progress disappears, and the screenwriter working on it overdoses, Kinky Friedman takes on the case**

**"Hi, my name is Jeff, and I'm a Coke addict. (a Diet Coke addict to be specific) It has taken me 46, 47, 48, (good God will I ever finish this darn book?) 49 years to get here and it hasn't been a picnic. Mark Twain said "Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times". I can honestly say that giving up Coke is just as easy. This is the opening line to an entertaining look at my lifelong addiction to Diet Coke. The stories are entirely fictitious, written in the style of a memoir. I bring the reader on an enjoyable and humorous journey from my humble roots as the seventh of eight children, through my twenty year military career, my entrepreneurial phase, all the way to my mid-life crisis career change from junior executive to park ranger and the role Diet Coke played at every stage. The books concept is ridiculous and absurd, creating an undeniable curiosity for the reader. Right out of the gate the reader is caught off guard by the seriousness of the title, "My Life as a Coke Addict", yet it is in the humor section. Throughout the book, I treat my love of the carbonated concoction of pure pleasure as a true addiction, only**

*occasionally alluding to the ridiculousness of my passion.*

*Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."*

**Syrup**

***The Inside Story of How Coca-Cola Became the Best-Known Brand in the World***

***Victims of Memory: Incest Accusations and Shattered Lives***

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

***The Inspiration for the Feature Film "The United States vs. Billie Holiday"***

***Narconomics***

***Chasing the Scream***

Memories of a shared straw in a cozy diner come flooding back in this nostalgic look at love with a Coca-Cola twist.

A "highly entertaining history [of] global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social landscape" (Publishers Weekly). *Secret Formula* follows the colorful characters who turned a relic from the patent medicine era into a company worth over a 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 Clanders 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.

'Sharp, funny, engaging' *Financial Times* Discover the second gripping novel in Louis de Bernières' satirical tragic, hilarious South American trilogy. Dionisio Vivo, a South American lecturer in philosophy, is puzzled by the bodies that keep turning up outside his front door. To help solve the mystery, he turns to Ramon, one of the few honest policemen in town, the message is all too clear: Dionisio's letters to the press, exposing the drug barons, have gotten him in trouble, and although Dionisio manages to escape the hit-men sent to get him, he soon realises that others are more vulnerable, and his love for Ramon leads him to take a colossal revenge.

A history of one of the most influential American companies of the last century. For decades, IBM shaped the way the world did business. Its products were in every large organization, and IBM corporate culture established a management style that was imitated by companies across the globe. It was "Big Blue," an icon. And yet over the years, IBM has gone through both failure and success, surviving flatlining revenue and reinvention. The company almost went out of business in the early 1990s, then came back strong with new business strategies and a focus on artificial intelligence. In this authoritative, monumental history, James Cortada tells the story of one of the most influential American companies of the last century. Cortada, a historian who worked at IBM for many years, describes IBM's technology breakthroughs, including the development of the punch card (used for automatic tabulation in the 1890 census), the calculation and printing of the first Social Security numbers in the 1930s, the introduction of the PC to a mass audience in the 1980s, and the company's shift in focus from hardware to software. He also explores IBM's business culture and its orientation toward employees and customers; its global expansion; regulatory and legal issues, including

litigation; and the track records of its CEOs. The secret to IBM's unequalled longevity in the information technology market, Cortada sh capacity to adapt to changing circumstances and technologies.

A Multinational History of the Global Corporation

Christ to Coke

Angelo Mariani's Miraculous Elixir and the Birth of Modern Advertising

FOR GOD, COUNTRY AND COCA-COLA: THE DEFINITIVE HISTORY OF THE GREAT AMERICAN SOFT DRINK AND THE COMPANY THAT MAKES IT.

Counter-Cola

For God, Country and Coca-Cola

The Collected Poems of Frank O'Hara

**One of the most unmistakable shapes in the world since its introduction in 1915, the Coca-Cola Contour Bottle is an influential symbol of design, art, and culture. What began as a design brief to create a bottle that could be identified in the dark or lying broken on the ground today is one of the most recognized packages on the planet. Published on the occasion of the bottle's centennial, Kiss the Past Hello is a vibrant collection of images and art celebrating the Coca-Cola Contour Bottle not only as an icon of design but also as a symbol of optimism, happiness, and the shared moments in our lives.**

**The New York Times Bestseller "There aren't many books this entertaining that also provide a cogent crash course in ancient, classical and modern history." -Los Angeles Times Beer, wine, spirits, coffee, tea, and Coca-Cola: In Tom Standage's deft, innovative account of world history, these six beverages turn out to be much more than just ways to quench thirst. They also represent six eras that span the course of civilization—from the adoption of agriculture, to the birth of cities, to the advent of globalization. A History of the World in 6 Glasses tells the story of humanity from the Stone Age to the twenty-first century through each epoch's signature refreshment. As Standage persuasively argues, each drink is in fact a kind of technology, advancing culture and catalyzing the intricate interplay of different societies. After reading this enlightening book, you may never look at your favorite drink in quite the same way again.**

**From its invention as a cocaine-laced patent medicine in the Gilded Age to its globe-drenching ubiquity as the ultimate symbol of consumer capitalism in the twenty-first century, Coca-Cola's dramatic history unfolds as the ultimate business saga. In this fully revised and expanded edition of For God, Country & Coca-Cola, Mark Pendergrast looks at America's cultural, social, and economic history through the bottom of a green glass Coke bottle and tells the captivating story of the world's most recognizable consumer product.**

**The sensational German bestseller on the overwhelming role of drug-taking in the Third Reich, from Hitler to housewives. 'Bursting with interesting facts' Vice 'Extremely interesting ... a serious piece of scholarship, very well researched' Ian Kershaw The Nazis presented themselves as warriors against moral degeneracy. Yet, as Norman Ohler's gripping bestseller reveals, the entire Third Reich was permeated with drugs: cocaine, heroin, morphine and, most of all, methamphetamines, or crystal meth, used by everyone from factory workers to housewives, and crucial to troops' resilience - even partly explaining German victory in 1940. The promiscuous use**

of drugs at the very highest levels also impaired and confused decision-making, with Hitler and his entourage taking refuge in potentially lethal cocktails of stimulants administered by the physician Dr Morell as the war turned against Germany. While drugs cannot on their own explain the events of the Second World War or its outcome, Ohler shows, they change our understanding of it. **Blitzed** forms a crucial missing piece of the story.

**The Unauthorized History of the World's Most Popular Soft Drink**

**The Definitive History of the World's Most Popular Soft Drink**

**Coca Wine**

**Coca-Globalization**

**How Asa Candler Discovered Coca-cola and Turned It Into the Wealth His Children Enjoyed**

**Soda and Fizzy Drinks**

**Drugs in Nazi Germany**

*'I doubt whether any book of greater importance will be published in 1997.'* Anthony Storr, *The Times*.

*The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets(Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.*

*Mark Pendergrast's history is a microcosm of American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is today 99 per-cent sugar water, the world's most distributed product, available in over 185 countries, more than the membership of the United Nations.*

*VERY SHORT LIST chose A Secret History of Coffee, Coca & Cola for the #1 Spot on their November 16 Food E-mail A Brain Pickings Favorite Food Book of 2012 and one of their Best Graphic Novels & Graphic Nonfiction of 2012 Featured in Columbia College Today's Bookshelf section "A straight forward and accessible text...Cortés' highly detailed paintings call up concomitant issues and famous faces as well...In dense passages describing political payments between corporate interests and federal narcotics officials, the reproduction—in Cortés' deft watercolors—of memos, official letters, and newspaper articles serves as an indictment of the rule of law with loopholes for the profit minded. This is an excellent introduction to the complexities of 'American interests,' the realities of corrupt rationale invoked in the pursuit of world health, and the need to take a longer view than the immediate to see how substance and substance abuse both share space and operate on different planes. Right and wrong are not black and white but form a gray of varying shades." --Library Journal "If you*

*hate the War on Drugs, Ricardo Cortés should be one of your favorite illustrators.” --Vice “Astonishingly addictive and intoxicatingly revelatory, ...Coffee, Coca & Cola offers an impressively open-minded history lesson and an incredible look at the dark underbelly of American Capitalism . . . A stunning, hard cover coffee-table book for concerned adults, this captivating chronicle is a true treasure.” --Comics Review (UK) “This fascinating and beautifully illustrated piece of visual journalism . . . is as thoroughly researched and absorbingly narrated as it is charmingly illustrated.” --Brain Pickings "Any food and culinary history holding will find this a lively survey!" --The Midwest Book Review A Secret History of Coffee, Coca & Cola is an illustrated book disclosing new research in the coca leaf trade conducted by The Coca-Cola Company. 2011 marked the 125th anniversary of its iconic beverage, and the fiftieth anniversary of the international drug control treaty that allows Coca-Cola exclusive access to the coca plant. Most people are familiar with tales of cocaine being an early ingredient of "Coke" tonic; it's an era the company makes every effort to bury. Yet coca leaf, the source of cocaine which has been banned in the U.S. since 1914, has been part of Coca-Cola's secret formula for over one hundred years. This is a history that spans from cocaine factories in Peru, to secret experiments at the University of Hawaii, to the personal files of U.S. Bureau of Narcotics Commissioner Harry Anslinger (infamous for his "Reefer Madness" campaign against marijuana, lesser known as a long-time collaborator of The Coca-Cola Company). A Secret History of Coffee, Coca & Cola tells how one of the biggest companies in the world bypasses an international ban on coca. The book also explores histories of three of the most consumed substances on earth, revealing connections between seemingly disparate icons of modern culture: caffeine, cocaine, and Coca-Cola. Coca-Cola is the most popular soft drink on earth, and soft drinks are the number one food consumed in the American diet. Caffeine is the most widely used psychoactive substance. Cocaine . . . well, people seem to like reading about cocaine. An illustrated chronicle that will appeal to fans of food and drink histories (e.g., Mark Kurlansky's Salt and Cod; Mark Pendergrast's For God, Country & Coca-Cola), graphic novel enthusiasts, and people interested in drug prohibition and international narcopolitics, the book follows in the footsteps of successful pop-history books such as Michael Pollan's The Botany of Desire and Eric Schlosser's Fast Food Nation—but has a unique style that blends such histories with narrative illustration and influences from Norman Rockwell to Art Spiegelman.*

**IBM**

**100 Years of the Coca-Cola Contour Bottle**

**For God, Country, and Coca-Cola**

**Blitzed**

**Secret Formula**

**The Chaos of Stars**

**The Definitive History of the Great American Soft Drink and the Company That Makes It**

Explores the origins and evolution of eleven visual iconic images still found in today's culture, including Jesus, the Coke bottle, and Einstein's famous equation,  $e$  equals  $mc$  squared.

For God, Country and Coca-Cola is the unauthorized history of the great American soft drink and the company that makes it. From

its origins as a patent medicine in Reconstruction Atlanta through its rise as the dominant consumer beverage of the American century, the story of Coke is as unique, tasty, and effervescent as the drink itself. With vivid portraits of the entrepreneurs who founded the company—and of the colorful cast of hustlers, swindlers, ad men, and con men who have made Coca-Cola the most recognized trademark in the world—this is business history at its best: in fact, “ The Real Thing. ”

A captivating novel of first love, Egyptian mythology, and family, from the #1 New York Times bestselling author of *And I Darken* Isadora ' s family is seriously screwed up—which comes with the territory when you ' re the human daughter of the Egyptian gods Isis and Osiris. Isadora is tired of her immortal relatives and their ancient mythological drama, so when she gets the chance to move to California with her brother, she jumps on it. But her new life comes with plenty of its own dramatic—and dangerous—complications . . . Fans of Kiera Cass ' s *Selection* series or Cynthia Hand ' s *Unerthy* trilogy will fall in love with this enchanting, heartfelt YA romance.

Historisch overzicht van de samenhang en wederzijdse beïnvloeding van de georganiseerde misdaad en de politiek in de Verenigde Staten.

How Coca-Cola Learned to Combine Scale and Agility (and How You Can Too)

The Psychosocial Implications of Disney Movies

The True Saint Nicholas

A History of the World in 6 Glasses

**For God, Country, and Coca-Cola**  
**The Definitive History of the Great American Soft Drink and the Company That Makes It**  
**Basic Books**

**"Bracing, candid, and rueful." —Kirkus Baynard Woods thought he had escaped the backwards ways of the South Carolina he grew up in, a world defined by country music, NASCAR, and the confederacy. He'd fled the South long ago, transforming himself into a politically left-leaning writer and educator. Then he was accused of discriminating against a Black student at a local university. How could I be racist? he wondered. Whiteness was a problem, but it wasn't really his problem. He taught at a majority Black school and wrote essays about education and Civil Rights. But it was his problem. Working as a reporter, it became clear that white supremacy was tearing the country apart. When a white kid from his hometown massacred nine Black people in Charleston, Woods began to delve into his family's history—and the ways that history has affected his own life. When he discovered that his family—both the Baynards and the Woodses—collectively claimed ownership of more than 700 people in 1860, Woods realized his own name was a confederate monument. Along with his name, he had inherited privilege, wealth, and all the lies that his ancestors passed down through the generations. In this gripping and perceptive memoir, Woods takes us along on his journey to understand how race has impacted his life. Unflinching and uninhibited, *Inheritance* explores what it means to reckon with whiteness in America today and what it might mean to begin to repair the past.**

**The New York Times Bestseller What if everything you think you know about addiction is wrong? Johann Hari's journey into the**

heart of the war on drugs led him to ask this question--and to write the book that gave rise to his viral TED talk, viewed more than 62 million times, and inspired the feature film *The United States vs. Billie Holiday* and the documentary series *The Fix*. One of Johann Hari's earliest memories is of trying to wake up one of his relatives and not being able to. As he grew older, he realized he had addiction in his family. Confused, not knowing what to do, he set out and traveled over 30,000 miles over three years to discover what really causes addiction--and what really solves it. He uncovered a range of remarkable human stories--of how the war on drugs began with Billie Holiday, the great jazz singer, being stalked and killed by a racist policeman; of the scientist who discovered the surprising key to addiction; and of the countries that ended their own war on drugs--with extraordinary results. *Chasing the Scream* is the story of a life-changing journey that transformed the addiction debate internationally--and showed the world that the opposite of addiction is connection.

**Expert advice from Coca-Cola's Vice President of Innovation and Entrepreneurship: Learn how the world's largest beverage brand uses design to grow its business by combining the advantages of a large-scale company with the agility of a nimble startup. Every company needs both scale and agility to win. From a fledging startup in Nepal, to a century-old multinational in New York, scale and agility are two qualities that are essential to every company's success. Start-ups understand agility. They know just when to pivot to stay alive. But what they haven't mastered yet is how to stabilize their business model so they can move to the next stage and become full-fledged companies. And well-established companies know scale. They are successful because they know how to leverage size with a high degree of effectiveness and efficiency. But what worries them most is staying competitive in a world of increasing uncertainty and change, complicated by upstarts searching for ways to disrupt the industry. So what is the key to creating the kind of scale and agility necessary to stay competitive in this day and age? The answer is design. In *Design to Grow*, a Coca-Cola senior executive shares both the successes and failures of one of the world's largest companies as it learns to use design to be both agile and big. In this rare and unprecedented behind-the-scenes look, David Butler and senior Fast Company editor, Linda Tischler, use plain language and easy-to-understand case studies to show how this works at Coca-Cola—and how other companies can use the same approach to grow their business. This book is a must-read for managers inside large corporations as well as entrepreneurs just getting started.**