For over a century, rivals Pepsi and Coke have jockeyed for position as America's soft drink of choice. The Coca-Cola Company, created in 1886, is the world's largest beverage corporation, offering over 500 brands to consumers in 200 countries. Pepsi-Cola, founded seven years later in 1893, is one of the world's leading food and beverage conglomerates. In the early 1980s, the term "Cola Wars" was coined to describe the feud between the two companies. What makes the Coke/Pepsi rivalry so intriguing is that their products are basically identical. They are both brown, cola-flavored, syrupy, carbonated beverages. To some consumers, Coke and Pepsi don't even taste that different. More so, the two industry leaders are practically the same size organizations with similar products and strategies. With the very low level of differentiation between Coke and Pepsi, their competition is cutthroat. So why do these very similar products generate such passionate brand loyalty? Each cola giant has utilized similar advertising and marketing tactics to outperform the other. The ongoing warfare involves many weapons, such as offering an extensive assortment of flavors, using futuristic technology, celebrity endorsements, logos, slogans, co-branding, sponsorships, and creative promotions, and constantly thinking outside the can. In the United States, and most global markets, Coke dominates, but Pepsi is always present to poke fun at the original cola drink. The fact that Pepsi has survived, and even thrived, for so long is verification that its persistent brand storytelling and strategy of being a formidable underdog works. The war between the two iconic American brands has intensified, and there is no end in sight. Coke or Pepsi? It's a question that's been around longer than the oldest living person. The war rages on.

Cola Wars Continue - David B. Yoffie - 2002

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Coke Versus Pepsi - Ahmed Maamoun - 2020

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**Competition's New Clothes** - François Lévêque - 2019-02-07
Lévêque recounts twenty revealing tales of real-life rivalry between firms across diverse industries, including wine, skiing, opera, video games and cruise liners. These entertaining and insightful narratives are informed by recent advances in economics, factoring in the many forces driving competition, including globalization and innovation. Divided into four sections, the book covers competition and the market; competition and variety; competition through innovation; and competition and equality. Read together, these stories also serve as building blocks to address the issue of whether competition between firms has entered a new era of increased intensity. This book will appeal to anyone, from company executives to consumers, who are interested in the economics of contemporary industry and want to incorporate a grasp of competition into their everyday decision-making. This book can also be used as a supplementary text in courses in microeconomics, business economics and industrial organisation.

**Coke Vs. Pepsi** - John Kirby Spivey - 2009
This thesis looks at the actions of Coca-Cola and Pepsi in South Africa during both the anti-apartheid movement and the post-apartheid era. The processes which led to those actions, both corporations' removal of their presence in South Africa, the effects this had on South Africa, and their reemergence in a post-apartheid state are examined. It will be shown that, despite the public relations campaigns of both Coke and Pepsi, far more importance was placed on their products' profitability than the well-being of the black Africans who produced, delivered, or consumed the soft drinks. However, both companies found their actions during the 1980s to affect their success after the fall of apartheid. Coke never truly left the country, leading to overwhelming dominance through the rest of the 20th century. Pepsi adhered to different social imperatives and suffered exceptionally low market shares as a result.

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The Other Guy Blinked - Roger Enrico - 1986
The inside story of the recent business war from the president of the company that shook the foundations of the way American corporations merchandise their products by forcing Coke into the biggest marketing blunder of the century

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Marketing Mistakes - Robert F. Hartley - 1984-03-01
"In a lively conversational style, Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career."--BOOK JACKET.

I'd Like the World to Buy a Coke - David Greising - 1998-03-06
Robert Goizueta created more stockholder wealth than anyone in history. Here's how he did it. The late Roberto Goizueta helped catapult the successful but stagnant Coca-Cola into the world's most powerful brand and one of the greatest generators of stockholder wealth in history. At the time of his death, he was hailed in papers around the world as one of the most innovative and successful CEO's of our time. Yet little is known of this corporate maverick. This is his story.
For God, Country, and Coca-Cola - Mark Pendergrast - 2000-03-17
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."

Citizen Coke: The Making of Coca-Cola Capitalism - Bartow J. Elmore - 2014-11-03
"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.

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Secret Formula - Frederick Allen - 2015-10-27
A "highly entertaining history [of] global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social psyche" (Publishers Weekly). Secret Formula follows the colorful characters who turned a relic from the patent medicine era into a company worth $80 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 Candlers 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.

Fizz - Tristan Donovan - 2013-11-01
The story of soda is the story of the modern world, a tale of glamorous bubbles, sparkling dreams, big bucks, miracle cures and spreading waistlines. Fizz! How Soda Shook Up The World charts soda’s remarkable, world-changing journey from awe-inspiring natural mystery to ubiquitous presence in all our lives. Along the way you’ll meet the quack medicine peddlers who spawned some of the world’s biggest brands with their all-healing concoctions as well as the grandees of science and medicine mesmerized by the magic of bubbling water. You’ll discover how fizzy pop cashed in on Prohibition, helped presidents reach the White House, and became public health enemy number one. You’ll learn how Pepsi put the fizz in Apple’s marketing and how soda’s sticky sweet allure defined and built nations. You’ll find out how a soda-loving snail rewrote the law books. Fizz! tells the extraordinary tale of how a seemingly simple everyday refreshment zinged and pinged over our taste buds and, in doing so, changed the world around us. Tristan Donovan is the author of Replay: The History of Video Games. His work has appeared in the Times, Stuff, the Daily Telegraph, the Guardian, and the Big Issue, among others.
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The Other Guy Blinked - Roger Enrico - 1987-12-01
The inside story of the recent business war from the president of the company that shook the foundations of the way American corporations merchandise their products by forcing Coke into the biggest marketing blunder of the century

Inside Coca-Cola - Neville Isdell - 2011-10-25
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.

Edible Secrets - Michael Hoerger - 2010
Paperback

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It's Not Complicated - Rick Nason - 2017-05-08
In the new knowledge economy, traditional modes of thinking are no longer effective. Compartmentalizing problems and solutions and assuming everything can be solved with the right formula can no longer keep pace with the radical changes occurring daily in the modern business world. It's Not Complicated offers a paradigm shift for business professionals looking for simplified solutions to complex problems. In his straightforward and highly engaging style, Rick Nason introduces the principles of “complexity thinking” which empower managers to understand, correlate, and explain a diverse range of business phenomena. For example, why some new products go viral while others remain unnoticed, how office cliques develop despite
and Pepsi created and implemented management strategies to deal with an unknown retiree who foiled one of the most carefully planned product launches ever with a single letter to the editor of his local newspaper. Rather than consider complicated and complex as interchangeable terms, Rick Nason explains what complexity is, how it arises, and the errors in solving complex situations with complicated thinking. It’s Not Complicated provides managers with fresh, counterintuitive, and actionable models for dealing with challenging business problems.

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**Strategy, Structure, and Antitrust in the Carbonated Soft-drink Industry** - Timothy J. Muris - 1993-01-01

The Cola Wars have long fascinated students of American business. Until 30 years ago, Coca-Cola clearly dominated the carbonated soft-drink industry, but with Pepsi-Cola’s challenge in the 1960s, the market environment became fiercely competitive. Rivalry was well publicized and intense. Now recognized as two of the premier marketing companies in the world, Coke and Pepsi created and implemented management strategies to deal aggressively, not reactively, with the competition between them. How they have changed their product and marketing strategies, and altered their corporate structures to reflect them, is explored here in detail. More than a case study, this book will be a valuable how-to for corporate management in other highly competitive arenas and an informative inside look for their marketing and sales teams.

**Cola Wars Continue: Coke and Pepsi in 2010** - David B. Yoffie - 2011

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**The Real Coke, the Real Story** - Thomas Oliver - 2013-10-09

“Examines why the set-in-its-ways Coca Cola Company tampered with a drink that had become an American institution—and blundered into one of the greatest marketing triumphs of all time.”—New York On April 23, 1985, the top executives of the Coca-Cola Company held a press conference in New York City. News had leaked out that Coke, the king of soft drinks, would no longer be produced. In its place the Coca-Cola Company would offer a new drink with a new taste and would dare call it by the old name, Coca-Cola. The new Coke was launched—and the reaction of the American
an instant—in the blink of an eye—that actually aren’t as simple as they against the loss of Coke. So fierce was the reaction across the country that it forced a response from the Coca-Cola Company. Stunned Coca-Cola executives stepped up to the microphone and publicly apologized to the American people. They announced that the company would reissue the original Coca-Cola formula under a new name, Coke Classic. The Real Coke, the Real Story is the behind-the-scenes account of what prompted Coca-Cola to change the taste of its flagship brand—and how consumers persuaded a corporate giant to bring back America’s old friend.

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Blink - Malcolm Gladwell - 2007-04-03
From the #1 bestselling author of The Bomber Mafia, the landmark book that has revolutionized the way we understand leadership and decision making. In his breakthrough bestseller The Tipping Point, Malcolm Gladwell redefined how we understand the world around us. Now, in Blink, he revolutionizes the way we understand the world within. Blink is a book about how we think without thinking, about choices that seem to be made in an instant—in the blink of an eye—that actually aren’t as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work—in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others? In Blink we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiquities experts who recognize a fake at a glance. Here, too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police. Blink reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"—filtering the very few factors that matter from an overwhelming number of variables.
The Market of Pepsi / PepsiCo - Andreas Penzkofer - 2007-08
Research Paper from the year 2005 in the subject Economics - Industrial Economics, grade: 1,0, Wayne State University (Department of Economics), course: Industrial Organization, 40 entries in the bibliography, language: English, abstract: PepsiCo, one of the world's largest beverage and food companies, is presently focused on widen its business in Europe through the subsidiary PepsiCo International. In 2004, international sales accounted for $ 9,949 million - that is about one third of its group revenues. [Clark (European takeover targets), p. 31.] Recently, the company has negotiated and realized several acquisitions in Europe. In May 2005, PepsiCo bought the leading German juice maker Punica Getraenke. [Mercer (Europe's juice sector), p. 1.] In November 2005, it has reached agreement on the principal terms and conditions for the purchase of Sara Lee Corporation's European nuts business in the Netherlands, Belgium and France. [PepsiCo International (Sara Lee Nuts Business), p. 1.] With these investments, PepsiCo is driving an international expansion strategy. It aims growth outside the United States (U.S.) by adding local products to their global brands, until its traditional carbonated soft drink portfolio suffers from slower growth, and even some decline. [Mercer (Europe's juice sector), p. 1.] Using this situation as a background, it is interesting to analyze the market of PepsiCo. Who are the global competitors? What structure has the market, as the firm is seeking for growth? The goals of this research are to deduct the market of PepsiCo and to measure its structure by using significant ratios. First, PepsiCo will be briefly described and the contrast of a global and local view of the market will be compared. Afterwards the competitors of the firm will be named. The market will be split into the non-alcoholic beverage sector and the convenient food sector. Finally, the structure of these sectors will be measured by the concentration ratio and Hirschmann-Herfi.

Cola Wars - Dennis J. Barton - 2002-08-01
In a time where all water is infected by the poisonous "sludge", two cola companies struggle for world domination. Super-heroes representing the Coak-Cola and Popsi-Cola corporations slug it out in pursuit of ultimate victory while the down-trodden common man suffers from dehydration, caffeine-addiction and dental decay. Jack is as SS-man, a Special Services Operative for Coak-Cola. He does the dirty work and makes a good living.
accounts, pop culture magazines, trade press journals, and other archival going just great until he begins to catch on that his employer is not so benevolent as he had once been lead to believe. Something is rotten in Cola-Land. And Jack, reluctant Jack, along with a mysterious new super-hero who calls himself “The Blue Buddha”, must make a stand for truth, justice, and clean drinking-water for all.

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**Soda Goes Pop** - Joanna Love - 2019-07-22
From its 1939 “Nickel, Nickel” jingle to pathbreaking collaborations with Michael Jackson and Madonna to its pair of X Factor commercials in 2011 and 2012, Pepsi-Cola has played a leading role in drawing the American pop music industry into a synergetic relationship with advertising. This idea has been copied successfully by countless other brands over the years, and such commercial collaboration is commonplace today—but how did we get here? How and why have pop music aesthetics been co-opted to benefit corporate branding? What effect have Pepsi’s music marketing practices in particular had on other brands, the advertising industry, and popular music itself? Soda Goes Pop investigates these and other vital questions around the evolving relationships between popular music and corporate advertising. Joanna K. Love joins musical analysis, historical research, and cultural theory to trace parallel shifts in these industries over eight decades. In addition to scholarly and industry resources, she draws on first-hand materials. Pepsi’s longevity as an influential American brand, its legendary commercials, and its pioneering, relentless pursuit of alliances with American musical stars makes the brand a particularly instructive point of focus. Several of the company’s most famous ad campaigns are prime examples of the practice of redaction, whereby marketers select, censor, and restructure musical texts to fit commercial contexts in ways that revise their aesthetic meanings and serve corporate aims. Ultimately, Love demonstrates how Pepsi’s marketing has historically appropriated and altered images of pop icons and the meanings of hit songs, and how these commercials shaped relationships between the American music business, the advertising industry, and corporate brands. Soda Goes Pop is a rich resource for scholars and students of American studies, popular culture, advertising, broadcast media, and musicology. It is also an accessible and informative book for the general reader, as Love’s musical and theoretical analyses are clearly presented for non-specialist audiences and readers with varying degrees of musical knowledge.
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**A History of the World in Six Glasses** - Tom Standage - 2010-01-08
Whatever your favourite tipple, when you pour yourself a drink, you have the past in a glass. You can likely find them all in your own kitchen — beer, wine, spirits, coffee, tea, cola. Line them up on the counter, and there you have it: thousands of years of human history in six drinks. Tom Standage opens a window onto the past in this tour of six beverages that remain essentials today. En route he makes fascinating forays into the byways of western culture: Why were ancient Egyptians buried with beer? Why was wine considered a “classier” drink than beer by the Romans? How did rum grog help the British navy defeat Napoleon? What is the relationship between coffee and revolution? And how did Coca-Cola become the number one poster-product for globalization decades before the term was even coined?

**The Real Pepsi Challenge** - Stephanie Capparell - 2008-06-17
In America’s long march toward racial equality, small acts of courage by men and women whose names we don’t recall have contributed mightily to our nation’s struggle to achieve its own ideals. This moving book details the story of one such little-noted chapter. In the late 1940s and early 1950s, as Jackie Robinson changed the face of baseball, a group of African-American businessmen -- twelve at its peak -- changed the face of American business by being among the first black Americans to work at professional jobs in Corporate America and to target black consumers as a distinct market. The corporation was Pepsi-Cola, led by the charismatic and socially progressive Walter Mack, a visionary business leader. Though Mack was a guarded idealist, his consent for a campaign aimed at black consumers was primarily motivated by the pursuit of profits -- and the campaign succeeded, boosting Pepsi’s earnings and market share. But America succeeded as well, as longstanding stereotypes were chipped away and African- Americans were recognized as both talented employees and valued customers. It was a significant step in our becoming a more inclusive society. On one level, The Real Pepsi Challenge, whose author is an editor and writer for The Wall Street Journal, is a straightforward business book about the birth of niche marketing. But, as we quickly learn, it is a truly inspirational story, recalling a time when we as a nation first learned to see the strength of our diversity. It is far more than a history of marketing in America; it is a key chapter in the social history of our nation. Until these men came along, typical advertisements depicted African-Americans as one-dimensional characters: Aunt Jemimas and Uncle Bens. But thereafter, Pepsi-Cola took a different approach, portraying American blacks for what they were increasingly becoming -- accomplished middle-class citizens. While such portrayals seem commonplace to us today, they were revolutionary in their time, and the men who brought them into existence risked day-to-day professional
approach, portraying American blacks for what they were increasingly baseball's color line. As they crossed the country in the course of their jobs, they faced the cruelty of American racial attitudes. Jim Crow laws often limited where they could eat and sleep while on the road, and they faced resistance even within their own company. Yet these men succeeded as businessmen, and all went on to success in other professions as well, including medicine, journalism, education, and international diplomacy. Happily, six of these pioneers lived to tell their stories to the author. Their voices, full of pride, good humor, and sharp recollection, enrich these pages and give voice to the continuing American saga.

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Research Paper (undergraduate) from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1.0, language: English, abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world's biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don't. This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.
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**Soda Goes Pop** - Joanna K. Love - 2019
Pepsi turned pop music in commercials from novelty to norm—with profound effects on both American culture and commerce

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**We Are What We Sell: How Advertising Shapes American Life. . . And Always Has** [3 volumes] - Danielle Sarver Coombs - 2014-01-15
For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

**Soda Politics** - Marion Nestle - 2015
How did products containing absurdly inexpensive ingredients become multibillion dollar industries and international brand icons, while also having a devastating impact on public health? In Soda Politics, Dr. Marion Nestle answers this question by detailing all of the ways that the soft drink industry works overtime to make drinking soda as common and accepted as drinking water, for adults and children. Dr. Nestle shows how sodas are principally miracles of advertising; Coca-Cola and PepsiCo spend billions of dollars each year to promote their sale to children, minorities, and low-income populations, in developing as well as industrialized nations. And once they have stimulated that demand, they leave no stone unturned to protect profits. That includes lobbying to prevent any measures that would discourage soda sales, strategically donating money to health organizations and researchers who can make the science about sodas appear confusing, and engaging in Corporate Social Responsibility (CSR) activities to create goodwill and silence critics. Soda Politics follows the money trail wherever it leads, revealing how hard Big Soda works to sell as much of their products as possible to an increasingly obese world.--From publisher description.

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The Story of Coca Cola - Valerie Bodden - 2015-08-01
Did you know the world’s most celebrated soft drink was concocted by a
pharmacist while trying to create a cure for headaches? Today, more than
one billion Coca-Cola products are being consumed every day around the
globe. Nicknamed Coke, a company that churns out a revenue of USD 24
billion a year had a rather humble beginning. When local pharmacist John
Pemberton brewed a mix of fruit syrup, extracts from cola nut, cocoa leaf
and several other ingredients to create a tonic, little did he know he was
creating a brand which would later become synonymous with having a good
time - frothing with fun and frolic. The Story of Coca-Cola is the chronicler
of a journey that started in 1886 at the back of a shop in Atlanta, Georgia, to
become the global leader in the beverage industry; through their shares of
wars, scandals, ups and downs. It is the story of a survivor, a world leader.
JAICO’S CREATIVE COMPANIES SERIES explores how today’s great
companies operate and inspires young readers to become the entrepreneurs
and businessmen of tomorrow.

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World War Brands: World War II and the Rise of the Modern
American Brand - Barry Silverstein - 2021-09-02
How the Modern American Brand was Born World War II had a profound
impact on American brands. In addition to brands directly aligning their
products with the war effort, some brands used the war as a clever way to
engender positive perceptions by distributing products to American forces.
Other brands actually had their roots in the war. Just as important, the post-
war economy led to the rise of the American middle class. The war fueled
strong economic growth that turned the country into a major global force.
Post-war America became a bubbling cauldron of scores of inventive,
innovative brands. When television came along, marketing those brands
rose to a whole new level. Brand marketing expert Barry Silverstein traces
the development of the American brand from World War I through the
1920s and 1930s. Then he explores the interrelationship of World War II
and American brands, showing how the war itself was "branded," how brand
advertisers leveraged the war, and how the post-war economy helped birth
the modern brand. Included are scores of stories about some of the best-
known brands of the '40s and '50s. Silverstein concludes the book by
examining brands in the context of American post-war culture, moving from
the war's end into the 1950s and 1960s. He demonstrates how the
consumerism of post-war America led quite directly to the birth of
breakthrough brands and modern brand marketing strategies. Many brands
from this time have survived and thrived into the 21st Century. In this book
you'll learn: - How Coca-Cola, Disney and other great American brands
played an integral role in World War II - Why some American brands chose
to do business with Nazi Germany - How television influenced the rise of the
modern American brand - Plus, see 38 vintage ads that reflect the wartime
economy. This unique book takes a fresh look at the impact of World War II
on America from a marketing perspective. History and brand buffs alike will

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Jesus Daily

Based on the major themes found on the most active Facebook page in history, Jesus Daily is a 365-day interactive devotional that goes beyond even the fan page to create a deeper experience and cultural movement that celebrates your redemption in Christ. Jesus Daily presents a devotional thought but also challenges you to respond to each daily reflection using a variety of social media tools. Jesus Daily is a worldwide revolution in how you can connect, share, and worship the Father personally and with other believers.

Cola Wars Continue

The Cola Wars in South Africa

This book looks at the actions of Coca-Cola and Pepsi in South Africa during both the anti-apartheid movement and the post-apartheid era. The processes which led to those actions, both corporations’ removal of their presence in South Africa, the effects this had on South Africa, and their reemergence in a post-apartheid state are examined. It will be shown that, despite the public relations campaigns of both Coke and Pepsi, far more importance was placed on their products’ profitability than the well-being of the black Africans who produced, delivered, or consumed the soft drinks. However, both companies found their actions during the 1980s to affect their success after the fall of apartheid. Coke never truly left the country, leading to overwhelming dominance through the rest of the 20th century. Pepsi adhered to different social imperatives and suffered exceptionally low market shares as a result.
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International Bibliography of Business History - Francis Goodall - 2013-12-16
The field of business history has changed and grown dramatically over the
last few years. There is less interest in the traditional `company-centred' approach and more concern about the wider business context. With the
growth of multi-national corporations in the 1980s, international and inter-
firm comparisons have gained in importance. In addition, there has been a
move towards improving links with mainstream economic, financial and
social history through techniques and outlook. The International
Bibliography of Business History brings all of the strands together and
provides the user with a comprehensive guide to the literature in the field.
The Bibliography is a unique volume which covers the depth and breadth of
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How Pepsi Popped Its Top - New Word City - 2010-02-01
With U.S. soda sales flagging, Coca-Cola resurgent, and the world in
recession, PepsiCo’s Indra Nooyi has found ways to cope with each
challenge. She has also moved PepsiCo toward a greater commitment to
health and the environment, a strategy that has inspired employees,
attracted customers, and aided overseas operations. Meet a rabid New York
Yankees fan named Indra Nooyi. Apart from adoring the 2009 World Series
champions, Nooyi is stunningly different from the men who head up most of
America’s biggest corporations. She was born 54 years ago in Madras,
India. She often wears saris to work at her New York office. She is smart,
ebullient, determined, and successful. As Chairperson and Chief Executive
Officer of PepsiCo, Inc., she runs the biggest U.S. corporation headed by a
woman. Pepsi is booming, largely because Indra Nooyi has transformed its
mission, refocusing the company on the world’s rising demand for healthier
foods and the soaring need for environmental action. Here is a major global
company simultaneously doing good and doing well—thanks to a charming,
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