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[E-BOOK] Built for Success: The Story of Coca-Cola

Built for Success: The Story of Coca-Cola

Valerie Bodden : Built for Success: The Story of Coca-Cola before purchasing it in order to gage whether or not it would be worth my time, and all praised Built for Success: The Story of Coca-Cola:

0 of 0 people found the following review helpful. Two StarsBy CustomerArrived late and bent. Expensive for a thin, juvenile book.0 of 0 people found the following review helpful. AmazingBy M. Ritinsi loved it so imformative ! i just wish it mentioned some more current things it only described the history. basically how it started. i mean i know it is called the story of coca cola but it should show what all of the hard work led to. Otherwise this was a fantastic book0 of 0 people found the following review helpful. A Cultural Phenomenon: CokeBy Stacy PapakonstantinoA quick, yet comprehensive, look into the history and significance of coca cola in our society. This book, though written for elementary school children, is so focused and detailed that anyone who has ever drank Coke will appreciate the history behind this popular soft drink that has been such an important part of our lives.And also enjoy the illustrations. WOW!

A very short history of the Coca-Cola Company.

Business titles may not be the hottest on nonfiction shelves, but the attractive "Built for Success" series could change that.. The books, written in a lively style, yet with a minimum of fuss, pack in plenty of history and tend to focus on the individuals who grew the companies, adding a personal element to the narrative.