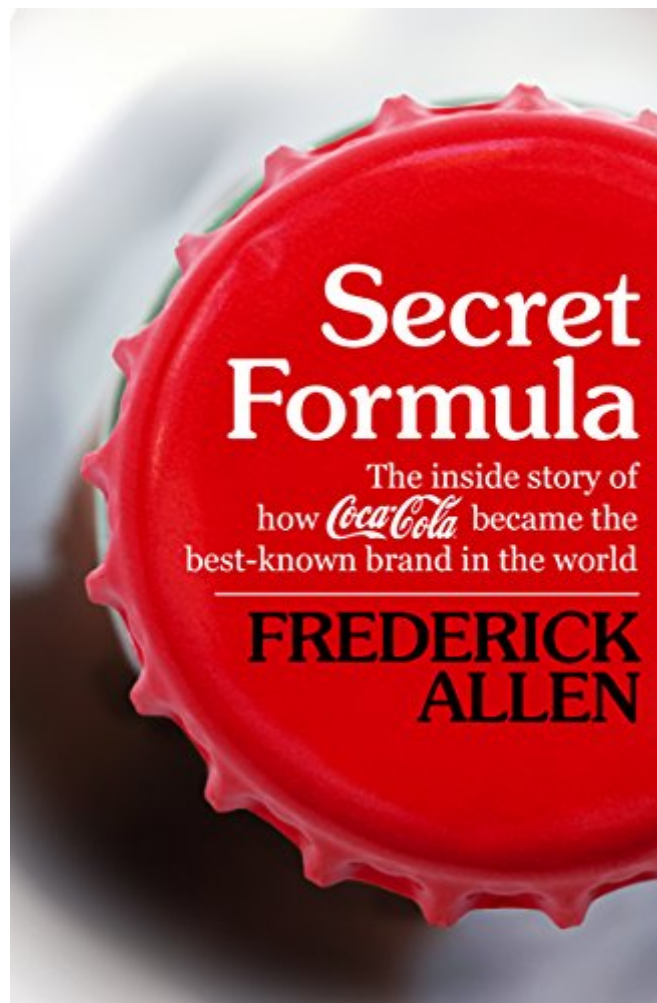




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Secret Formula: The Inside Story Of How Coca-Cola Became The Best-Known Brand In The World



Synopsis

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 Candler 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.

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Customer Reviews

The story of Coca Cola is truly an amazing tale, and truly an American experience. The author allows us all of the inside information regarding its beginnings including an real understanding of the times and culture. The story is full of diverse human personalities with all of their strengths and failings. The weakness of the book comes in the middle when the minutia bogs it down. Sometimes less is more and that is likely the case here. But overall this is an interesting and entertaining read.

If you like historical novels, this should be read. The author does a great job weaving the story of Coke from the beginning until the late 80s. There are several surprises and twists. The only issue, is it is a bit too detailed in parts.

Anyone who drinks any soft drink will find this fascinating. Coca Cola has come to be seen as a symbol for our country around the world. This books tells you how that happened

A longish light read for an interesting light subject. Nothing earth shaking here although I guess the story in total is significant culturally and business history wise. I would recommend this for people who enjoy reading and have some level of interest in the subject.

Really interesting . It is amazing that coke ever survived, considering all the goings on within the company. I enjoyed the history of the times. The ending was very abrupt - I was expecting to read the next chapter only to find that the book was finished.

Very interesting business example of building a massive powerful brand.

The story of the founder and the first half century was good.

A really interesting tale about the totally bonkers history of the Coca Cola company. Beyond just the corporate soap opera, I really appreciated the insight and countless historic examples as to how big business dominates politics.

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