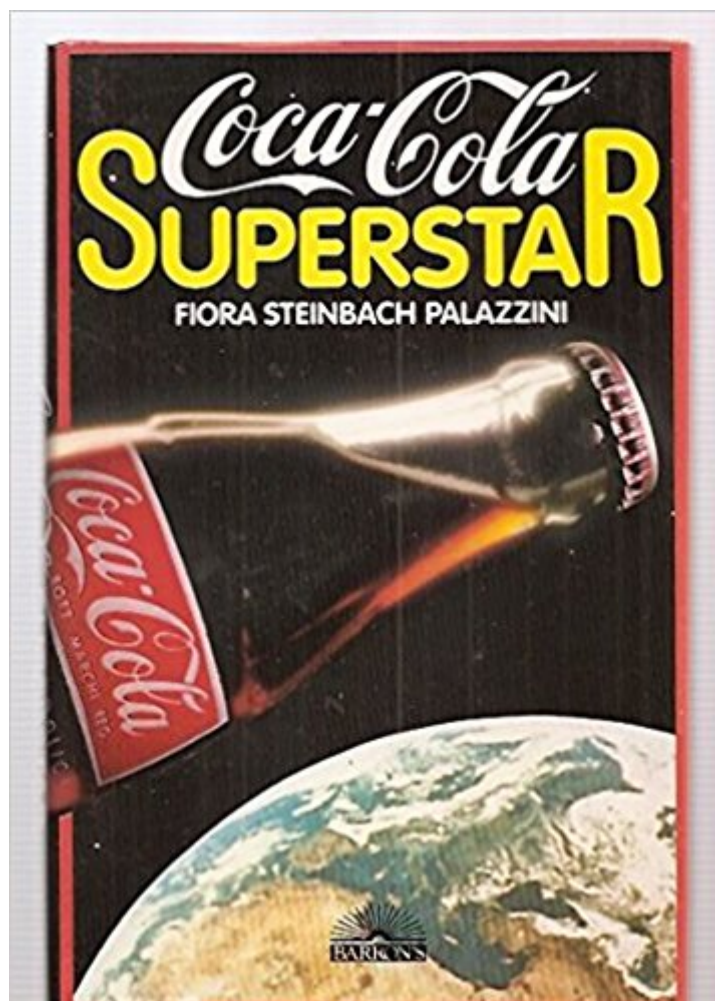


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Coca-Cola Superstar



Book Information

Hardcover: 142 pages

Publisher: Barrons Educational Series Inc (February 1989)

Language: English

ISBN-10: 0812059980

ISBN-13: 978-0812059984

Product Dimensions: 0.8 x 5.5 x 9 inches

Shipping Weight: 0.8 ounces

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #5,078,988 in Books (See Top 100 in Books) #82 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising > Coca-Cola #1388 in Books > Business & Money > Processes & Infrastructure > Infrastructure

Customer Reviews

Text: English (translation) Original Language: Italian

Italian author Palazzini covers the Coca-Cola history in this short biography of a soft drink.

Interesting and has fun facts, but from what understand the Coca-Cola mythology has been skewed in recent times. Yet, this little factoid does not take away from the rest of the book which looks at, with pictures, Coca-Colas merchandising effort from collectible bottles, slogans, advertisements and anything else that can be sold to the public. A good book for a beginner in advertising and an interest in Coca-Cola, as well as the collector.

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