



# **The Sparkling Story of Coca-Cola: An Entertaining History including Collectibles, Coke Lore, and Calendar Girls**

*Gyvel Young-Witzel, Michael Karl Witzel*

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*The Sparkling Story of Coca-Cola*, a compendium of America's favorite soft drink, is an entertaining account of the product that helped define the term "pop culture."

From the history of Coke's distinctive flavor, the fight for control of the formula, and the early days of advertising to the legal battles, the introduction of vending machines, and the huge demand for Coke spurred on by baby boomers, *The Sparkling Story of Coca-Cola* presents an overview of this world-famous product and company.

With an appealing combination of entertaining text and incredible artwork -- including vintage photos, calendars, and collectibles -- this book is sure to appeal to Coke aficionados everywhere.

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