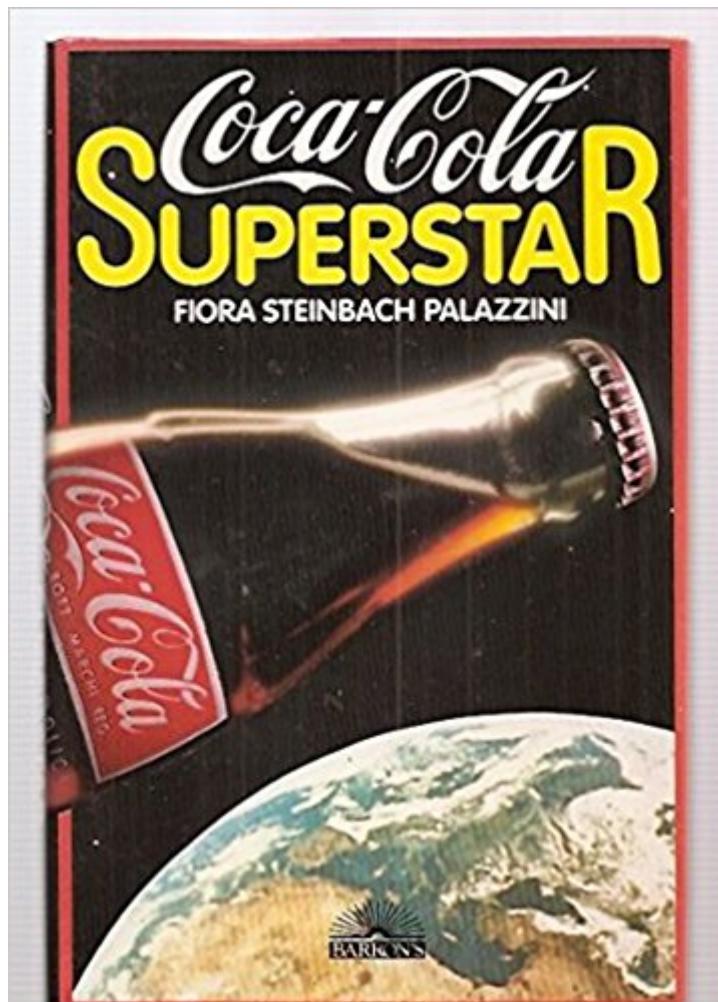


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Coca-Cola Superstar



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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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