



For God, Country, and Coca-Cola

By Mark Pendergrast

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For God, Country, and Coca-Cola By Mark Pendergrast

For God, Country and Coca-Cola is the unauthorized history of the great American soft drink and the company that makes it. From its origins as a patent medicine in Reconstruction Atlanta through its rise as the dominant consumer beverage of the American century, the story of Coke is as unique, tasty, and effervescent as the drink itself. With vivid portraits of the entrepreneurs who founded the company—and of the colorful cast of hustlers, swindlers, ad men, and con men who have made Coca-Cola the most recognized trademark in the world—this is business history at its best: in fact, “The Real Thing.”

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Editorial Review

Review

"Detailed and marvelously entertaining." -- *Los Angeles Times*

About the Author

Mark Pendergrast was born in Atlanta and is a graduate of Harvard University. A business journalist, he has published articles and reviews in a number of magazines and newspapers, including the New York Times, the Sunday Times (London), and Financial Analyst.

From The Washington Post

"An encyclopedic history of Coke and its subculture. [Pendergrast] has used Coca-Cola as a metaphor for the growth of modern capitalism itself. His research and storytelling skills are prodigious."

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