



The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink

By Michael Blanding

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***The Coke Machine* takes readers deep inside the Coca-Cola Company and its international franchisees to reveal how they became the number one brand in the world, and just how far they'll go to stay there.**

Ever since its "I'd like to teach the world to sing" commercials from the 1970s, Coca-Cola has billed itself as the world's beverage, uniting all colors and cultures in a mutual love of its caramel-sweet sugar water. The formula has worked incredibly well-making it one of the most profitable companies on the planet and "Coca-Cola" the world's second- most recognized word after "hello." However, as the company expands its reach into both domestic and foreign markets, an increasing number of the world's citizens are finding the taste of Coke more bitter than sweet.

Journalist Michael Blanding's *The Coke Machine* probes shocking accusations about the company's global impact, including:

? Coca-Cola's history of winning at any cost, even if it meant that its franchisees were making deals with the Nazis and Guatemalan paramilitary squads

? How Coke has harmed children's health and contributed to an obesity epidemic through exclusive soda contracts in schools

? The horrific environmental impact of Coke bottling plants in India and Mexico, where water supplies have been decimated while toxic pollution has escalated

? That Coke bottlers stand accused of conspiring with paramilitaries to threaten, kidnap, and murder union leaders in their bottling plants in Colombia

A disturbing portrait drawn from an award-winning journalist's daring, in-depth research, *The Coke Machine* is the first comprehensive probe of the company and its secret formula for greed.

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Bibliography

- Sales Rank: #527307 in Books
- Brand: Brand: Avery
- Published on: 2010-09-16

- Released on: 2010-09-16
- Original language: English
- Number of items: 1
- Dimensions: 1.30" h x 5.28" w x 8.60" l, 1.29 pounds
- Binding: Hardcover
- 384 pages

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Editorial Review

Review

"Blanding roots his tale in the birth of the advertising era, and he is particularly effective in telling the story of how Coke fought to monopolize the sale of soft drinks to school children." --Salon.com

"Like Morgan Spurlock's *Super Size Me* and Eric Schlosser's *Fast Food Nation*, *The Coke Machine* embeds current issues with history, policy, and interviews to reveal the wizard behind the curtain." --Suite101.com

"An eye opening expose which blows the plastic lids off a company known to associate itself with love and happiness... The book lays out the case against Coke in startling clarity." --TowerReview.com

"The book's sixty-three pages of notes attest to [Blanding's] careful research, and lend a vital legitimacy to his allegations--this is much more than an activist's polemic." --[tk] review

"Important and readable... Blanding's painstakingly reported book reminds us that Coke's global success--perhaps like all spectacular global success--came at a price" --The Atlantic

"Every company has a dark side, and you won't believe how dark Coca-Cola's is. After reading this book, good luck having a Coke and smile." --Morgan Spurlock, director of *Super Size Me*

"Coca-Cola wants to teach the world to sing, but in the process they've trashed water supplies, peddled sugar to generations of kids, and undermined worker rights around the world. Put down your soda, read *The Coke Machine* and join the global movement to rein in unaccountable corporations." --Barbara Ehrenreich, author of *Nickel and Dimed* and *Bright-sided: How the Relentless Promotion of Positive Thinking Has Undermined America*

"In *The Coke Machine*, Michael Blanding takes a tough, unsweetened look at the business practices of this iconic American company. His investigations reveal the costs--in ethics, health, public resources, and sometimes even human life--of Coca-Cola's relentless pressure to expand sales of its products. This book is a terrific introduction to the inner workings of corporate capitalism as it plays out on a global scale." --Marion Nestle, Professor of Nutrition, Food Studies, and Public Health at New York University, and author of *Food Politics* and *What to Eat*

"In shocking detail, Blanding uncovers Coke's numerous transgressions against humanity and nature... Blanding's thoroughly detailed, stimulating and challenging study will have many readers saying, 'Give me a Pepsi.'" --**BookPage**, September 2010

"By this account, Coke's domination of the market begins to look less like a triumph of advertising and more like a symptom of the dark side of globalisation." --**The Financial Times**, September 20, 2010

About the Author

Michael Blanding is an award-winning magazine writer whose investigative journalism has taken him around the globe. Based in Boston, he has written for *The Nation*, *The New Republic*, *Salon*, *The Boston Globe*, *Conde Nast Traveler*, and *Boston* magazine, where he is a contributing editor.

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George Wilson's deep and deliberate voice makes this audiobook highly digestible, even if the details of Coca-Cola's history are not. Blanding provides a critical look at a company that, despite its pristine image, has a good number skeletons in its closet--skeletons that the company has paid millions of dollars in court fees and settlements to keep under wraps. Wilson keeps to a steady pace and a matter-of-fact tone that doesn't use histrionics when recounting the company's bald-faced lies or clear attempts at averting the truth. His delivery of accents flows smoothly, and his use of emphasis and steady projection keeps listeners engaged. L.E. © AudioFile 2011, Portland, Maine

Users Review

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Tiara Arnold:

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Karl Schueller:

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Ernest Nunez:

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