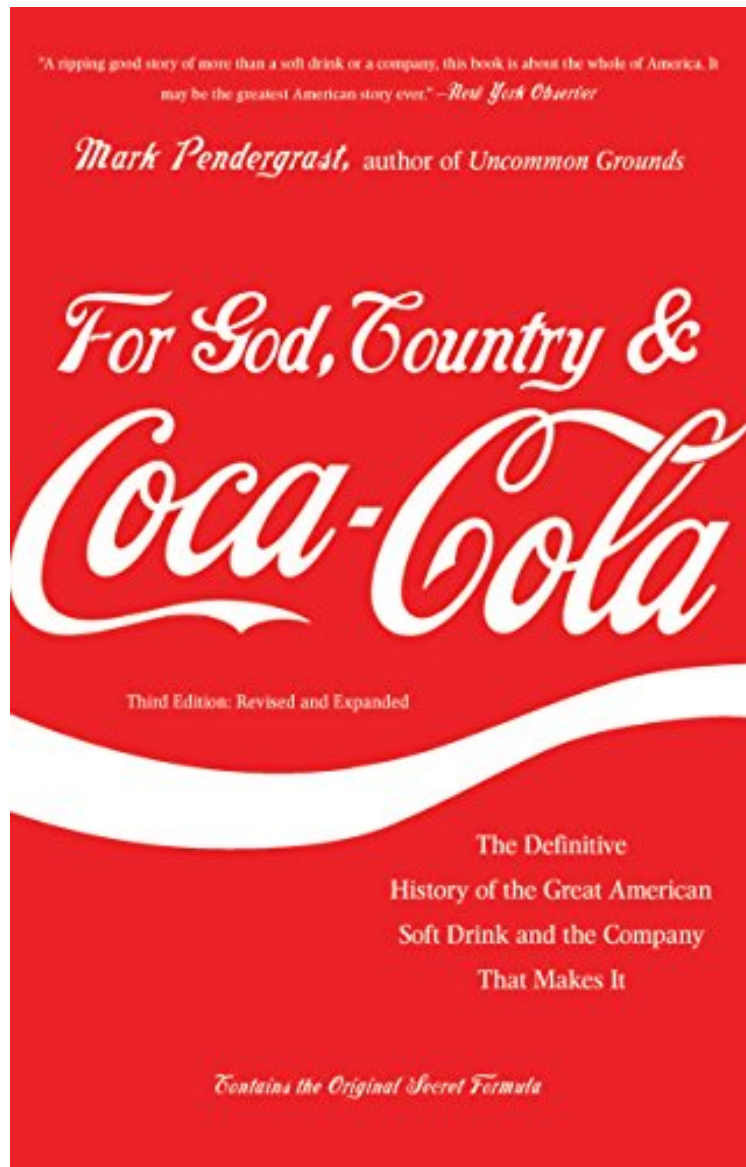


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For God, Country, and Coca-Cola

Mark Pendergrast

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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.”

A NEW YORK TIMES “NOTABLE BOOK OF THE YEAR” “A ripping good story of more than a soft drink or a company, this book is about the whole of America. It may be the greatest American story ever.”—New York Observer “Marvelously entertaining history.”—Los Angeles Times “In For God, Country Coca-Cola, Mark Pendergrast has written an encyclopedic history of Coke and its subculture, and used Coca-Cola as a metaphor for the growth of modern capitalism itself. His research and storytelling skills are prodigious.”—Washington Post “Behind the glitz and fanfare, the bubbly brown beverage has had a tortured and controversy-filled history. It is meticulously chronicled in For God, Country Coca-Cola.”—Wall Street Journal “A meticulously researched history.... [Pendergrast] aggressively sets the record straight about the birth of Coke, shattering company myths.”—New York Times Book