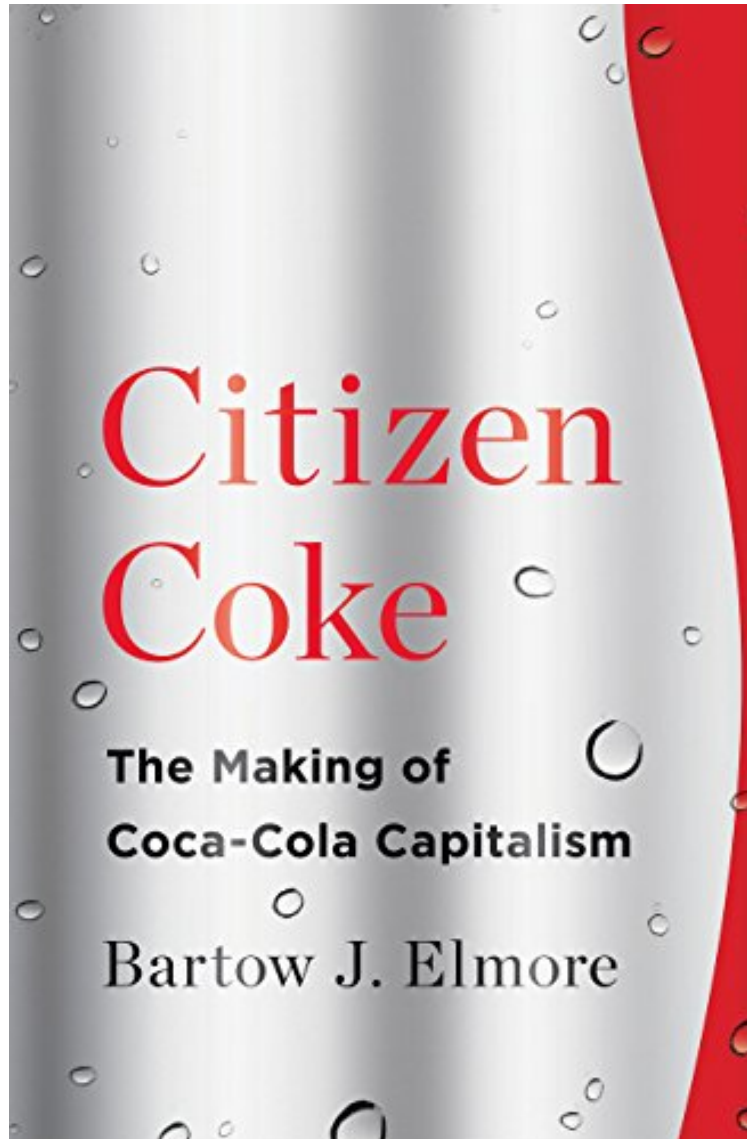


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Citizen Coke: The Making of Coca-Cola Capitalism

Bartow J. Elmore

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Bartow J. Elmore : Citizen Coke: The Making of Coca-Cola Capitalism before purchasing it in order to gage whether or not it would be worth my time, and all praised Citizen Coke: The Making of Coca-Cola Capitalism:

7 of 7 people found the following review helpful. illuminating and thought provokingBy Raluca MoldoveanLots of data, ideas and facts tracing the history of coca cola and also a description of customs and events throughout 19th and 20th century. The author offers a wealth of data while it tries successfully to present a balanced view of this American icon. Most people are aware of the bad effects of drinking coca cola; however the book also presents this company's impact on water use, garbage generation, producing pollution through refrigeration and transport, supporting

production of corn, coffee and tea to reach unsustainable levels. I was surprised at the reach of this beverage to profoundly impact not only the human body but our entire environment. In the end I am just amazed at the considerable resources, time, and money used to produce and consume such a nefarious product! The author correctly warns that getting rid of coca cola will be extremely hard; so many people depend on the revenues generated from its sale. 1 of 1 people found the following review helpful. I personally enjoyed the book as an alternative history of Coca Cola. By Diana m. Bartow J. Elmore's *Citizen Coke* deviates strongly from traditional academic narratives surrounding the Coca Cola empire. Intended as a counterpoint to histories of the company regarding advertising and sociological impact of brand image, *Citizen Coke* is an environmental history of Coca Cola. Elmore's core argument is that the success of Coca Cola derives from an economic and ecological strategy of utilizing pre-existing networks of resource extraction to manufacture product, characterized by Elmore as "an opportunistic, in-and-out strategy for making money" (Elmore 10). Each chapter follows a single ingredient in Coca Cola, including the history of tap water in the product, beginning in the soda fountains of the American South where raw syrup was mixed in person to create the beverage, up to Coke's dealings with Monsanto. I personally enjoyed the book as an alternative history of Coca Cola, when as Americans our knowledge of the "Coca Cola country" usually connects to Rockwell's pictures, Life magazine ads, and various other pop culture artifacts rather than a raw history of the product. Candidly, as the sort of person who connects more with the fluffiness of a pop culture history, there were parts of me that wanted to get at more of the social qualities of the beverage's history. However, I loved the seediness detailed in the relationship between Monsanto and Coca Cola (especially as a Midwestern transplant), and loved the attention given to consistently illustrating the emphasis placed upon "leaness," as Elmore describes, it in the company's dealings to continually play up the Coca Cola capitalism the book outlines. 1 of 1 people found the following review helpful. Elmore examines every ingredient in the beverage and explained how the company could always lower its expenses by finding cheap. By Customer In *Citizen Coke: The Making of Coca-Cola Capitalism*, Bartow Elmore examines the history of Coca-Cola from its modest beginnings until it became one of the most valuable trademarks in the world. Elmore examines every ingredient in the beverage and explained how the company could always lower its expenses by finding cheap substitutes as well as having a monopoly on the trade of some key ingredients like the coca leaf. Elmore argues that Coca cola became very successful company through marketing and outsourcing its operations to other entities. The book also analyzes the negative environmental consequences of coca cola's success. It shows how some areas ran out of water as a result of bottling plants usage of deep ground water. Also, the author suggests that Coca-Cola impacts our public health and our societies in general due to its beverages high content of sugar and other chemicals. *Citizen Coke* is a well written easy to read book with many details and interesting facts. I recommend this book to anyone who's interested in the history of coca cola and its secrets to success.

"*Citizen Coke* demonstrate[s] a complete lack of understanding about . . . the Coca-Cola system—past and present." —Ted Ryan, the Coca-Cola Company

How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke's success was its strategy, from the start, to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke through its ingredients, showing how the company secured massive quantities of coca leaf, caffeine, sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and "boss" Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe. But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke's recent public investments in water purification infrastructure, especially in Africa, it has also built—less publicly—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. *Citizen Coke* became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

"A well-researched and accessible history of one of the world's most iconic brands." — Publishers Weekly

"Coca-Cola is one of the most powerful economic institutions of our time, but its social and ecological impacts remain understudied. Now, in the hands of a talented young historian, corporate capitalism gets the attention it deserves in a careful dissection of the material underpinnings of the world's most valuable brand. *Citizen Coke* will cause you to drink less and think more." — Ted Steinberg, author of *Gotham Unbound: The Ecological*

History of Greater New York" Citizen Coke is a brilliant analysis of Coke's empire in ecological, economic, and social terms. It allows us to see the contours of an economy based on partnerships between governments and corporations like Coca-Cola. It makes us conscious of the giant ecological footprint of the Real Thing, which impacts the real lives of real people. If you want a deeper understanding of our world today, read Citizen Coke." - Vandana Shiva, author of *Stolen Harvest: The Hijacking of the Global Food Supply*" A fascinating, thought-provoking approach to Coca-Cola history through the drink's primary ingredients: water, sugar, high-fructose corn syrup, coca leaf, caffeine, and the glass, plastic, and aluminum that contain them." - Mark Pendergrast, author of *For God, Country Coca-Cola*" [Offers] unaccustomed perspectives on a company whose leading product is a household name around the globe" thought-provoking." - Marc Levinson, *Wall Street Journal* About the Author Bartow J. Elmore, an Atlanta native, grew up drinking Coke. He now teaches history at the University of Alabama.