

History of Coca-Cola

Mark Pendergast

If ever there was an example of how social, cultural, and political issues can influence the evolution of a seemingly simple business product, it's the hour-long-presentation by journalist Mark Pederast on the history of a famous bottle of soda.

Serious subject matter, frequently humorous, an inside glimpse on simple yet brilliant marketing know how, and the sometimes lack thereof.

References

Book TV.org

Video about one hour

<http://tinyurl.com/ntyhtab>

Mark Pendergast.com

<http://markpendergrast.com/>