

[Download] The Real Coke, the Real Story

## The Real Coke, the Real Story

*Thomas Oliver*

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**Thomas Oliver : The Real Coke, the Real Story** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Real Coke, the Real Story:

3 of 3 people found the following review helpful. Excellent history of Coca ColaBy Bruce EastThis is a super history of Coca Cola. It goes into depth regarding the changeover from the original formula to New Coke...and then back to Classic Coke. Lots of good insight into the thinking, or lack therof, of the executives in the Atlanta Coca Cola offices. Many Coca Cola books only deal from the perspective of the Coke officials. This book also deals with what was happening at Pepsi and how the cola wars affected both companies. I highly recommend the book for anyone interested in Coca Cola or how a large corporation dealt with a very difficult situation-- brought on by themselves.0 of

0 people found the following review helpful. Story of New CokeBy Steve GellerGreat history of the "new coke" bebacke of the 1970s0 of 0 people found the following review helpful. Good story. Only adequate writingBy Donald L. B. BarafGood story. Only adequate writing. Looks like stuff was omitted because Coke exercised some control.

Thomas Oliver goes inside the Coca-Cola Company to examine one of the most fascinating episodes in the history of American business in this cautionary tale of corporate decision making.

From Publishers WeeklyAtlanta business journalist Oliver here tackles a terrific story and tells it splendidly. In the 1970s, Coca-Cola, the secret-formula soft drink dating back to the 1890s was a worldwide bestseller leading the field two to one, its flavor and signature known everywhere. The Georgia-based company's complacent management, however, presently was rocked by a massive advertising and marketing challenge from its only near rival, Pepsi-Cola. Hand-picked by retiring management patriarch Robert Woodruff, Chairman Roberto Goizueta and a new top echelon set out to liven up the company with executives who took risks, made profitable acquisitions (Columbia Pictures), developed new products (Cherry Coke), and who created sprightlier dividend action. Overlooked was Coke's special status as something even more American than Mom and Apple Pie. The big push led to the big change a new Coca-Cola taste, not in addition to but instead of, an error rivaling Ford's Edsel. A consumer revolt street-pourings, hysterical phone calls and mountains of mail forced the revival of "classic" Coke. BOMC and Fortune Book Club alternates; author tour. Copyright 1986 Reed Business Information, Inc. From Library Journal Oliver competently traces the old Coke-new Coke saga from its roots (the Pepsi Challenge) to the cola-guzzling public's overwhelming rejection of the new product (currently old Coke outsells the upstart version by 4-to-1). How did the Coca-Cola Company, long admired for its marketing savvy, make such an embarrassing miscalculation? And what or who persuaded the firm's top brass to so quickly and wisely reinstate the old (now called Classic Coke)? The answers are here in this "behind-the-scenes account of how and why the company changed the taste of its flagship brand." A cautionary tale of corporate decision making, *The Real Coke, the Real Story* is recommended for both business and popular nonfiction collections. Kenneth F. Kister, Pinellas Park P.L., Fla. Copyright 1986 Reed Business Information, Inc.