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## Secret Formula: The Inside Story of How Coca-Cola Became the Best-Known Brand in the World

*Frederick Allen*

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**Frederick Allen : Secret Formula: The Inside Story of How Coca-Cola Became the Best-Known Brand in the World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Secret Formula: The Inside Story of How Coca-Cola Became the Best-Known Brand in the World:

0 of 0 people found the following review helpful. An Interesting TaleBy Grumpy GeezerThe story of Coca Cola is

truly an amazing tale, and truly an American experience. The author allows us all of the inside information regarding its beginnings including an real understanding of the times and culture. The story is full of diverse human personalities with all of their strengths and failings. The weakness of the book comes in the middle when the minutia bogs it down. Sometimes less is more and that is likely the case here. But overall this is an interesting and entertaining read. 1 of 1 people found the following review helpful. Coke-cola a Great Epic Story By J. McGonnell If you like historical novels, this should be read. The author does a great job weaving the story of Coke from the beginning until the late 80s. There are several surprises and twists. The only issue, is it is a bit too detailed in parts. 0 of 0 people found the following review helpful. Fascinating story By Richard Brad Alpert Anyone who drinks any soft drink will find this fascinating. Coca Cola has come to be seen as a symbol for our country around the world. This books tells you how that happened

A "highly entertaining history [of] global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social psyche" (Publishers Weekly). *Secret Formula* follows the colorful characters who turned a relic from the patent medicine era into a company worth \$80 billion. Award-winning reporter Frederick Allen's engaging account begins with Asa Candler, a nineteenth-century pharmacist in Atlanta who secured the rights to the original Coca-Cola formula and then struggled to get the cocaine out of the recipe. After many tweaks, he finally succeeded in turning a backroom belly-wash into a thriving enterprise. In 1919, an aggressive banker named Ernest Woodruff leveraged a high-risk buyout of the Candler and installed his son at the helm of the company. Robert Woodruff spent the next six decades guiding Coca-Cola with a single-minded determination that turned the soft drink into a part of the landscape and social fabric of America. Written with unprecedented access to Coca-Cola's archives, as well as the inner circle and private papers of Woodruff, Allen's captivating business biography stands as the definitive account of what it took to build America's most iconic company and one of the world's greatest business success stories.

From Publishers Weekly The Coca-Cola Company's secretive top executive, Robert Woodruff, threw his support behind presidential candidate Lyndon Johnson, then spurned the loser, Richard Nixon, when he applied for a job at Coca-Cola. Nixon later became senior partner in Pepsi-Cola's outside law firm, while President LBJ, a close ally of Coca-Cola, arranged political favors for the company. These are among the charges presented in this highly entertaining history of a firm that traces its origins to Confederate war hero John Pemberton and his Yankee business partner Frank Robinson, who developed the soft drink in the late 1880s. The book provides a juicy look at wheeling-dealing, litigation, global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social psyche. CNN commentator Allen charts Coke's fortunes through two world wars, European anti-American backlash and the civil rights era, and tells how Woodruff, though a plantation-owning Georgian, supported desegregation in Atlanta with an eye toward selling Coke to people of color around the world. Photos not seen by PW. Copyright 1994 Reed Business Information, Inc. From Library Journal In this company history, Allen, a political columnist and commentator for CNN, emphasizes corporate internal politics and Coca-Cola's role in the inner councils of Atlanta. Allen traces the history of the drink from its origins as a drugstore formula to its present multinational success and chronicles Coke's unceasing efforts to preserve its trademark and "secret formula." In researching his work, the author consulted numerous primary sources, including the papers of Asa Candler and Robert Woodruff, both heads of Coca-Cola. Access to one of Woodruff's longtime aides surely provided many of the intimate details studding the text. At times the book reads like a Russian novel combined with a thriller. It will appeal to the general reader as well as to students of history and complements other recent titles on Coca-Cola, including Roger Enrico's *The Other Guy Blinked* (LJ 3/15/87) and Mark Pendergrast's *For God, Country, and Coca-Cola* (LJ 3/15/93). Mary Chatfield, Angelo State Univ., San Angelo, Tex. Copyright 1994 Reed Business Information, Inc. From Booklist Atlanta and CNN commentator Allen shows that there is still plenty more to tell about Coca-Cola, despite last year's *For God, Country, and Coca-Cola*, by Mark Pendergrast, and Elizabeth Candler Graham's nostalgic *The Real Ones: Four Generations of the First Family of Coca-Cola*. Allen seems to have had unprecedented access to company insiders, corporate archives, and private papers, and he uncovers a trove of information about corporate political clout at home and abroad, CEO Woodruff's quiet arm-twisting in early support of the civil rights movement (though with an eye to expanding the market for Coca-Cola among African Americans), and marketing campaigns both failed and successful. Also included is the obligatory analysis of Coca-Cola's so-called secret formula, with part of the secret being that more than a dozen formulas have existed throughout Coke's history. Allen successfully contributes to the fascinating lore surrounding this symbol of American culture and enterprise. David Rouse