



For God, Country, and Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It

By Mark Pendergrast

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From its invention as a cocaine-laced patent medicine in the Gilded Age to its globe-drenching ubiquity as the ultimate symbol of consumer capitalism in the twenty-first century, Coca-Cola's dramatic history unfolds as the ultimate business saga. In this fully revised and expanded edition of *For God, Country & Coca-Cola*, Mark Pendergrast looks at America's cultural, social, and economic history through the bottom of a green glass Coke bottle and tells the captivating story of the world's most recognizable consumer product.

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Editorial Review

Review

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 Review*

About the Author

Mark Pendergrast, a native of Atlanta, Georgia, grew up on West Paces Ferry Road, once known as “Coca-Cola Row.” Pendergrast is also the author of *Uncommon Grounds*; *Inside the Outbreaks*; *Mirror, Mirror*; *Victims of Memory*; *Jack and the Bean Soup*; and *Japan's Tipping Point*. He lives in Colchester, Vermont.

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