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Fiora Steinbach-Palazzini

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Coca-Cola Superstar

Fiora Steinbach-Palazzini : Coca-Cola Superstar before purchasing it in order to gage whether or not it would be worth my time, and all praised Coca-Cola Superstar:

3 of 3 people found the following review helpful. A good fun History, but not Completely AccurateBy rareoopdvdsItalian author Palazzini covers the Coca-Cola history in this short biography of a soft drink. Interesting and has fun facts, but from what understand the Coca-Cola mythology has been skewed in recent times. Yet, this little factoid does not take away from the rest of the book which looks at, with pictures, Coca-Colas merchandising effort from collectible bottles, slogans, advertisements and anything else that can be sold to the public. A good book for a beginner in advertising and an interest in Coca-Cola, as well as the collector.

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