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Jason Fung; THE

CANCER CODE

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Festival, August 20,  
2018 | DiEM25 Life

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Olds F\*#@#ing Matt

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Elmore examines the  
history of Coca-Cola  
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beginnings until it  
became one of the most  
valuable trademarks in  
the world. Elmore  
examines every  
ingredient in the  
beverage and explained



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how the company could always lower its expenses by finding cheap substitutes as well as having a monopoly on the trade of some key ingredients like the coca leaf.

Citizen Coke: The Making of Coca-Cola Capitalism: Elmore ...  
In Citizen Coke: The Making of Coca-Cola

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Capitalism, Bartow

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cheap substitutes as well as having a monopoly on the trade of some key ingredients like the coca leaf.

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Amazon.com: Citizen Coke: The Making of Coca-Cola ...

This is a story of how the bad guy wins. Coca-Cola being the bad guy. The book is well written and researched and very

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clearly shows 1. How  
Coca-Cola came to be  
and 2. Why they're the  
bad guy. The point is  
that Coca-Cola  
pioneered the ways of  
terminal capitalism by  
perfecting corporate  
parasitism.

Citizen Coke: The  
Making of Coca-Cola  
Capitalism by Bartow ...  
Coke took on the

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## Citizen Coke

persona of a citizen  
during the war and  
stated repeatedly that it  
was enlisting its sugar  
for the public good.

Despite being the  
number one brand in the  
world, coke was always  
a net consumer not a net  
producer since it  
outsourced all its  
production - way before  
the word 'outsourced'  
attained its current

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popularity. The Making Of

Coca Cola

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Capitalism ..

Citizen Coke: The  
Making of Coca-Cola  
Capitalism. "Citizen  
Coke demonstrate [s] a  
complete lack of  
understanding about the  
Coca-Cola system past  
and present." —Ted  
Ryan, the Coca-Cola

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Company. By... Of

Coca Cola

Citizen Coke: The

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Capitalism by Bartow ...

Citizen Coke : The

Making of Coca-Cola

Capitalism by Bartow J.

Elmore (2016, Trade

Paperback) Be the first

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slide 1 of 1- Top picked

items. Brand new.

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The Making Of

Citizen Coke : The  
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Capitalism by ...

Citizen Coke: The  
Making of Coca-Cola  
Capitalism by Bartow J.

Elmore is another book  
I can recommend adding  
to your reading list and  
it's one you can pick up  
here. The quotes below  
are just a few of the  
interesting quotes I took



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Citizen Coke

away from it. Coca-Cola  
was the world's most  
valuable brand in 2012.

Quotes From Citizen  
Coke: The Making of  
Coca-Cola ...

In Citizen Coke: The  
Making of Coca-Cola  
Capitalism, Bartow  
Elmore examines the  
history of Coca-Cola  
from its modest  
beginnings until it

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## Citizen Coke

became one of the most valuable trademarks in the world. Elmore examines every ingredient in the beverage and explained how the company could always lower its expenses by finding cheap substitutes as well as having a monopoly on the trade of some key ingredients like the coca leaf.

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The Making Of

Amazon.com: Customer  
reviews: Citizen Coke:

The Making of ...

Citizen Coke: The

Making of Coca-Cola

Capitalism. In this new

history Bartow J.

Elmore explores Coke

through its ingredients,

showing how the

company secured

massive quantities of

coca leaf, caffeine,

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## Citizen Coke

sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and "boss" Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto.

Citizen Coke: The

*Page 20/33*

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Making of Coca-Cola  
Capitalism ...

□ Citizen Coke is a brilliant analysis of Coke's empire in ecological, economic, and social terms. It allows us to see the contours of an economy based on partnerships between governments and corporations like Coca-Cola. It makes us conscious of the giant

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ecological footprint of  
the Real Thing, which  
impacts the real lives of  
real people.

Bartow J

Citizen Coke □ Bartow  
J. Elmore

Citizen Coke

(Hardcover) The

Making of Coca-Cola

Capitalism. By Bartow

J. Elmore. W. W.

Norton & Company,

9780393241129, 432pp.

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Publication Date: Of

November 3, 2014.

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Making of Coca-Cola  
Capitalism ...

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conscious of the giant  
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the Real Thing, which  
impacts the real lives of



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The Making Of  
real people.

Coca Cola  
Citizen Coke: The  
Making of Coca-Cola  
Capitalism by Bartow ...  
Citizen Coke: The  
Making of Coca-Cola  
Capitalism. By Bartow  
J. Elmore. New York:  
W. W. Norton &  
Company, 2015. 416 pp.  
Photographs,  
illustrations, figures ...

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Citizen Coke: The  
Making of Coca-Cola  
Capitalism. By Bartow  
...

Citizen Coke: The  
Making of Coca-Cola  
Capitalism. By Bartow  
J. Elmore W. W.

Norton, 416pp, £17.99

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2015

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Making of Coca-Cola  
Capitalism, by ...

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understanding about the

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and present." Ted

Ryan, the Coca-Cola

Company, Citizen Coke,

The Making of Coca-

Cola Capitalism, Bartow

J Elmore,

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The Making Of

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Capitalism Bartow J.  
Elmore. Norton, \$27.95  
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in 1866 by a cash-  
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addict operating out ...

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The Making Of

Nonfiction Book

Review: Citizen Coke:

The Making of Coca ...

In Citizen Coke: The

Making of Coca-Cola

Capitalism, Bartow J.

Elmore, an

environmental historian

at the University of

Alabama, tells us that

the answer isn't

neither/or. Citizen Coke

and Killer Coke are

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conjoined twins, each providing the other with essential life support.

Killer Coke - The

American Interest

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The Making of ...

An eye-opening account  
of the "unmatched  
ecological appetite"

behind Coca-Cola's

worldwide success. In

this deeply informed

debut, Elmore

(History/Univ. of

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## Citizen Coke

Alabama) details the outsourcing strategy that he calls "Coca-Cola Capitalism," which has allowed Coke to become the world's top brand, with operations in more than 200 countries, at a huge cost to the environment and human health.



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The Making Of

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