



First in Thirst: How Gatorade Turned the Science of Sweat Into a Cultural Phenomenon (Paperback)

By Darren Rovell

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Remember the Cola Wars, with Coke and Pepsi battling it out year after year for supremacy in the soft drink market? Or what about the Burger Wars, the legendary slugfests between McDonald's and Burger King? Then of course, there were the Sports Drink Wars. If you blinked, you might have missed them, because Gatorade has swiftly and decisively fended off every would-be rival. Although a few other brands hold slim market shares, the fact is that Gatorade single-handedly created the sports drink industry 40 years ago and has absolutely ruled it ever since. But Gatorade is more than just a triumph of branding. First, it's a trusted product that has been scientifically proven to do what it claims to do. Second, Gatorade is an enthralling story, brought to life in bright color and sharp detail in *First in Thirst*. Author Darren Rovell, a skilled, objective, and passionate journalist, chronicles every astonishing milestone of the company's history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures...



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