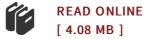


DOWNLOAD PDF

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

By Darren Rovell

AMACOM/American Management Association, United States, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. 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...



Reviews

Great electronic book and valuable one. It really is simplistic but surprises within the fifty percent from the book. Its been printed in an extremely simple way in fact it is merely right after i finished reading this publication by which in fact modified me, change the way i really believe.

-- Dr. Bethany Lindgren

An extremely great ebook with lucid and perfect explanations. It is full of knowledge and wisdom Its been printed in an exceedingly straightforward way in fact it is merely right after i finished reading through this publication by which really transformed me, alter the way i believe.

-- Spencer Fritsch

Other eBooks

=	

Children s Rights (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...

	$\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ $
_	

Penelope s English Experiences (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...

	$\[\]$
_	- 1 C

Polly Oliver s Problem: A Story for Girls (Paperback)

The Wildhern Press, United Kingdom, 2008. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin was an American children s author and educator. She was born in Philadelphia of Welsh...

	- 1

Penelope s Irish Experiences (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...

Baby Whale s Long Swim: Level 1 (Paperback)

Sterling Publishing Co Inc, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book. When spring comes, a baby calf gray whale and his mother head north to find food-all the way from Mexico to...

	-

Dog Farts: Pooter s Revenge (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audiobook Inside! That s right. For a limited time you can download a FREE audiobook...