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# Coca Cola Girls An Advertising Art History Beaux

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Consuming Germany in the Cold War

Decoding Coca-Cola

Alex Katz: Coca-Cola Girls

Advertising to the American Woman, 1900-1999

Printers' Ink; the ... Magazine of Advertising, Management and Sales

Selling Modernity

Global Advertising, Attitudes, and Audiences

The Advertising Age Encyclopedia of Advertising

Counter-Cola

The St. Martin's Handbook with 2009 MLA and 2010 Updates

Coca-Cola Girls

We Are What We Sell [3 volumes]

Advertising Culture and Translation

Coca-Cola Girls

The Sparkling Story of Coca-Cola

Feminists, Feminisms, and Advertising

The Coke Machine

For God, Country, and Coca-Cola

Goldstein's Coca-Cola Collectibles

Syrup

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The Industrial Diet

Counter-Cola

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Coca-Cola Trays

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## BECKER SAUNDERS

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### **Consuming Germany in the Cold War** Cambridge Scholars Publishing

DIVA historical study of modern German advertising, from the Imperial period through the 1970s, that explores mass consumption in modern society and the relationship between business mentalities, artistic creation, consumer behavior, and ideology. /div

### Decoding Coca-Cola Bloomsbury Publishing USA

This book is the first comprehensive study combining and integrating advertising, culture and translation within the framework of colonial, Commonwealth, and postcolonial studies, and globalization. It addresses a number of controversial issues evident in two relatively young disciplines, as a result of decades of research and teaching in university courses. A cross-cultural approach to translational issues and the translatability of advertising cohesively is adopted here, exploring the dynamics of the conflict between the 'centre' and the 'periphery'. It introduces the concept of advertising English as lingua franca (AELF), marking new trends in the domain of varieties of English around the world (VEAW). The data examined here show the ambivalent polarity conditioning advertising and translation: both have been mutually exclusive, and both have been subject to bans, censorship and ideological control, racism, propaganda, and stereotyping. In their fundamental principles and concepts of theories and applications, however, neither discipline cannot exist outside a free market and total freedom of expression and trust.

### Alex Katz: Coca-Cola Girls Univ of California Press

An illustrated history of the Coca-Cola soft drink company.

### **Advertising to the American Woman, 1900-1999** Penguin

3000. That's the number of marketing messages the average American confronts on a daily basis from TV commercials, magazine and newspaper print ads, radio commercials, pop-up ads on gaming apps, pre-roll ads on YouTube videos, and native advertising on mobile news apps. These commercial messages are so pervasive that we cannot help but be affected by perpetual come-ons to keeping buying. Over the last decade, advertising has become more devious, more digital, and more deceptive, with an increasing number of ads designed to appear to the untrained eye to be editorial content. It's easy to see why. As we have become smarter at avoiding ads, advertisers have become smarter about disguising them. Mara Einstein exposes how our shopping, political, and even dating preferences are unwittingly formed by brand images and the mythologies embedded in them. Advertising: What Everyone Needs to Know® helps us combat the effects of manipulative advertising and enables the reader to understand how marketing industries work in the digital age, particularly in their uses and abuses of "Big Data." Most importantly, it awakens us to advertising's subtle and not-so-subtle impact on our lives--both as individuals and as a global society. What ideas and information are being communicated to us--and to what end?

### Printers' Ink; the ... Magazine of Advertising, Management and Sales Schiffer Publishing

This lovely catalogue was published following the Timothy Taylor London exhibition of Alex Katz's Coca-Cola Girls series, which ran from November 2 to December 21, 2018. The catalogue transports the viewer into the world of Alex Katz's Coca-Cola Girls, with their transient, balletic gestures and vitality resending vast images of the paintings' large-scale, "no-noodling," direct application of paint. An essay by Robert Storr establishes the connections between the Coca-Cola Girls series and the Coca-Cola girls advertising from the 1890s through the 1960s is included with the book.

### **Selling Modernity** Lexington Books

- "Provides all the evidence anyone needs to understand the problems with our current food system." - Marion Nestle, Professor of Nutrition, Food Studies, and Public Health at New York University - "A hugely informative book, stocked full of careful analysis." - Amy Best, Associate Professor of Sociology, George Mason University

### Global Advertising, Attitudes, and Audiences Oxford University Press

This advertising art history of the Coca-Cola Company, from pin-up girls to Hollywood celebrities to Santa Claus, is traced in this first-ever art book licensed for publication by the Coca-Cola Company. This hardcover edition includes an embossed jacket and 500 color illustrations.

### **The Advertising Age Encyclopedia of Advertising** University of California Press

This book is the first to offer explicitly feminist views on the shared histories of the advertising industry and women's movement. Contributors consider the ways advertisers encode race, ethnicity, gender, and heteronormativity into advertising practices and messages, as well as the ways intersectional audiences and consumers resist.

### **Counter-Cola** Duke University Press

Sitting in the ruins of the Third Reich, most Germans wanted to know which of the two post-war German states would erase the material traces of their wartime suffering most quickly and most thoroughly. Consumption and the quality of everyday life quickly became important battlefields upon which the East-West conflict would be fought. This book focuses on the competing types of consumer societies that developed over time in the two Germanies and the legacy each left. Consuming Germany in the Cold War assesses why East Germany increasingly fell behind in this competition and how the failure to create a viable socialist "consumer society" in the East helped lead to the fall of the Berlin Wall in 1989. By the 1970s, East Germans were well aware that the regime's bombastic promises that the GDR would soon overtake the West had become increasingly hollow. For most East German citizens, West German consumer society set the standards that East Germany repeatedly failed to meet. By exploring the ways in which East and West Germany have functioned as each other's "other" since 1949, this book suggests some of the possibilities for a new narrative of post-war German history. While taking into account the very different paths pursued by East and West Germany since 1949, the contributors demonstrate the importance of competition and highlight the connections between the two German successor states, as well as the ways in which these relationships changed throughout the period. By understanding the legacy that forty-plus years of rivalry established, we can gain a better understanding of the current tensions

between the eastern and western regions of a united Germany.

The St. Martin's Handbook with 2009 MLA and 2010 Updates St. Martin's Press

Coca-Cola Girls

Coca-Cola Girls Macmillan

Coke trays are a prolific part of advertising history that show the evolution of American popular culture. From ribbons-and-lace girls of late Victorian era through Roaring Twenties flappers, World War II brides, and working women of today, Coca-Cola has called upon images of glamour girls and girls-next-door to sell Coke. Warm family scenes, baseball and children at play add to the wholesome appeal of Coke.

**We Are What We Sell [3 volumes]** University of Hawaii Press

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets(Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

*Advertising Culture and Translation* Penguin

The Third Edition of the bestseller is packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter.

*Coca-Cola Girls* NYU Press

Chapter by colorful chapter of Coca-Cola calendars, serving trays, bottles, signs, vintage advertisements, toys, coolers, dispensers and countless other items representing the foremost name in soda pop collectibles await you, in this new edition of the superior Coca-Cola collectibles identification and values reference.

The Sparkling Story of Coca-Cola SAGE

The Coke Machine takes readers deep inside the Coca-Cola Company and its international franchisees to reveal how they became the number one brand in the world, and just how far they'll go to stay there. Ever since its "I'd like to teach the world to sing" commercials from the 1970s, Coca-Cola has billed itself as the world's beverage, uniting all colors and cultures in a mutual love of its caramel-sweet sugar water. The formula has worked incredibly well-making it one of the most profitable companies on the planet and "Coca-Cola" the world's second- most recognized word after "hello." However, as the company expands its reach into both domestic and foreign markets, an increasing number of the world's citizens are finding the taste of Coke more bitter than sweet.

Journalist Michael Blanding's *The Coke Machine* probes shocking accusations about the company's global impact, including: ? Coca-Cola's history of winning at any cost, even if it meant that its

franchisees were making deals with the Nazis and Guatemalan paramilitary squads ? How Coke has harmed children's health and contributed to an obesity epidemic through exclusive soda contracts in schools ? The horrific environmental impact of Coke bottling plants in India and Mexico, where water supplies have been decimated while toxic pollution has escalated ? That Coke bottlers stand accused of conspiring with paramilitaries to threaten, kidnap, and murder union leaders in their bottling plants in Colombia A disturbing portrait drawn from an award-winning journalist's daring, in-depth research, *The Coke Machine* is the first comprehensive probe of the company and its secret formula for greed. COKE is a registered trademark of The Coca-Cola Company. This book is not authorized by or endorsed by The Coca-Cola Company.

**Feminists, Feminisms, and Advertising** Heritage Capital Corporation

One of the world's most recognizable brands is one a wildly popular category among collectors. Passionate collectors will discover tools to maintain and enhance collections, and learn more about the company's 120 year-old history, in this exciting book. *Warman's Coca-Cola Collectibles: Identification and Price Guide* features countless chapters of Coca-Cola's broad range of collectible items, and offers readers: • 1,500 vivid color photos to help identify and assess items before purchasing or selling • Reliable market prices and detailed descriptions • Tips on spotting fakes and reproductions - a potentially huge cost benefit to collectors In all, this exhaustive Coca-Cola reference features items from 1880s to 1960s including calendars, toys, serving trays, bottles and coolers.

The Coke Machine Bloomsbury Publishing

*Counter-Cola* charts the history of one of the world's most influential and widely known corporations, The Coca-Cola Company. Over the past 130 years, the corporation has sought to make its products, brands, and business central to daily life in over 200 countries. Amanda Ciafone uses this example of global capitalism to reveal the pursuit of corporate power within the key economic transformations—liberal, developmentalist, neoliberal—of the twentieth and twenty-first centuries. Coca-Cola's success has not gone uncontested. People throughout the world have redeployed the corporation, its commodities, and brand images to challenge the injustices of daily life under capitalism. As Ciafone shows, assertions of national economic interests, critiques of cultural homogenization, fights for workers' rights, movements for environmental justice, and debates over public health have obliged the corporation to justify itself in terms of the common good, demonstrating capitalism's imperative to either assimilate critiques or reveal its limits.

**For God, Country, and Coca-Cola** Macmillan

For a full list of entries and contributors, a generous selection of sample entries, and more, visit the *The "Advertising Age" Encyclopedia of Advertising* website. Featuring nearly 600 extensively illustrated entries, *The Advertising Age Encyclopedia of Advertising* provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

*Goldstein's Coca-Cola Collectibles* Penguin

Click here to find out more about the 2009 MLA Updates and the 2010 APA Updates. Andrea A.

Lunsford's years of experience in the classroom and in the field have given her a unique understanding of how, what, where, and why today's students write. For her research for *The St. Martin's Handbook* — ongoing for over two decades — she has studied thousands of papers by composition students nationwide. Andrea Lunsford's trademark attention to rhetorical choice, language and style, and critical thinking and argument have always made *The St. Martin's Handbook* an accessible and thorough writing resource. Now informed by new research into student writing patterns and featuring expanded and more visual coverage of research, documentation, and writing in any discipline, *The St. Martin's Handbook* offers students more help than ever before with meeting the expectations of college work.

*Syrup* Routledge

*Counter-Cola* charts the history of one of the world's most influential and widely known corporations, the Coca-Cola Company. It tells the story of how, over the past 130 years, the corporation has tried to make its products and brands physically and culturally a central part of global daily life in over 200 countries. Through this story of Coca-Cola, Amanda Ciafone reveals the pursuit of corporate power within the key economic transformations—liberal, developmentalist, neoliberal—of the 20th and 21st centuries. A story of global capitalism, it is not without contest. People throughout the world have redeployed the corporation, its commodities, and brand images to challenge the injustices of daily life under capitalism. As Ciafone shows, assertions of national economic interests, critiques of cultural homogenization, fights for workers' rights, movements for environmental justice, and debates over public health have obliged the corporation to justify itself in terms of the common good, demonstrating capitalism's imperative to assimilate critiques or reveal its limits.

Best Sellers - Books :

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- [What To Expect When You're Expecting By Heidi Murkoff](#)
- [Haunting Adeline \(cat And Mouse Duet\)](#)
- [Remarkably Bright Creatures: A Read With Jenna Pick By Shelby Van Pelt](#)
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- [Think And Grow Rich: The Landmark Bestseller Now Revised And Updated For The 21st Century \(think And Grow Rich Series\)](#)
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