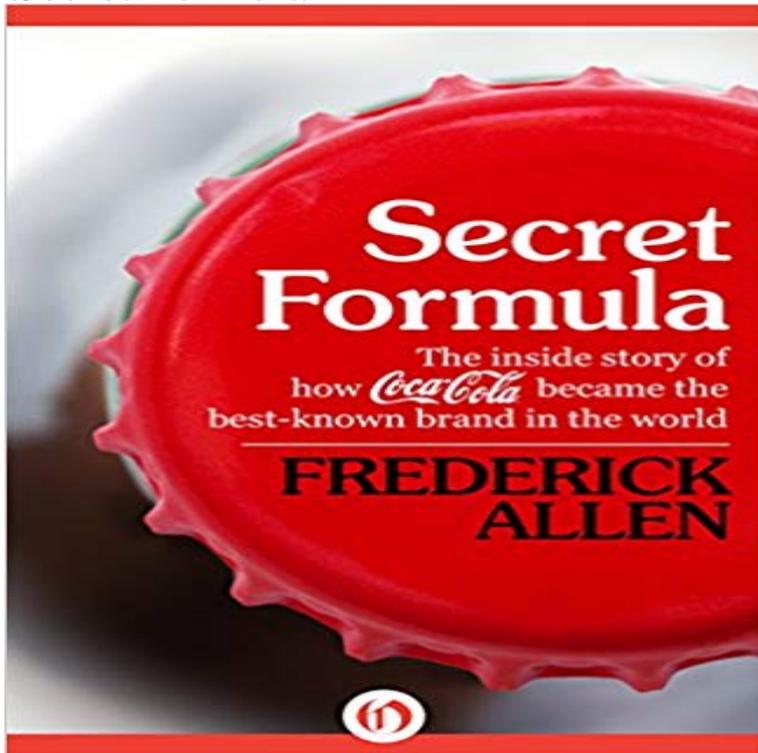


Secret Formula



How a Victorian-era medicine spawned one of the nations richest companies and became the worlds most recognizable brand Secret Formula follows the colorful characters who turned a relic from the patent medicine era into a company worth \$80 billion. Award-winning reporter Frederick Allens engaging account begins with Asa Candler, a nineteenth-century pharmacist in Atlanta who secured the rights to the original Coca-Cola formula and then struggled to get the cocaine out of the recipe. After many tweaks, he finally succeeded in turning a backroom belly-wash into a thriving enterprise. In 1919, an aggressive banker named Ernest Woodruff leveraged a high-risk buyout of the Candler and installed his son at the helm of the company. Robert Woodruff spent the next six decades guiding Coca-Cola with a single-minded determination that turned the soft drink into a part of the landscape and social fabric of America. Written with unprecedented access to Coca-Colas archives, as well as the inner circle and private papers of Woodruff, Allens captivating business biography stands as the definitive account of what it took to build Americas most iconic company and one of the worlds greatest business success stories.

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