

DOWNLOAD PDF

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

By Darren Rovell

AMACOM. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.4in. x 6.3in. x 0.9in.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 McDonalds 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, its 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 companys history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures past and present, Rovell recounts the sweat-drenched University of Florida football practices, the first (unpalatable)...



Reviews

Unquestionably, this is the finest function by any article writer. I have read and that i am confident that i am going to likely to read yet again once again later on. Your daily life period will probably be transform when you comprehensive reading this article book.

-- Sheldon Aufderhar

It is really an remarkable ebook that we actually have ever read through. I actually have study and i also am confident that i am going to gonna study once more yet again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Ewell Rempel

Other Kindle Books

-

Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...

DK Reader Level 4 Extreme Machines DK READERS

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 9.0in. x 5.9in. x 0.2in.They were built to conquer land, sea, and air. Read about the biggest, fastest, most incredible machines in the world. These 48-page books about fascinating subjects like pirates,...

	Δ
_	

El Desaf

B&H Espanol. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.4in. x 5.4in. x 0.8in.Los autores del xito de librera El Desafo del Amor para matrimonios han creado El Desafo del Amor para Padres, una travesa de 40 das de desafos que...

\equiv		

Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...

Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...

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

Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...