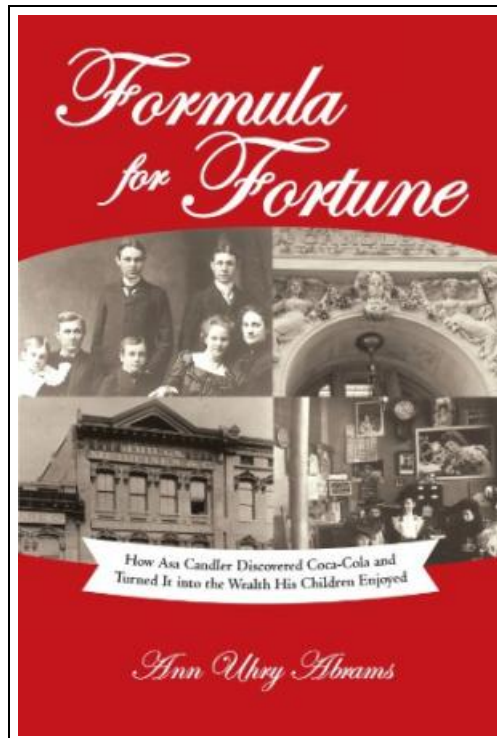


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iUniverse. Paperback. Book Condition: New. Paperback. 362 pages. Dimensions: 9.0in. x 6.0in. x 1.1in. Asa Candler rose from a rural background to reap a fortune. His windfall came from purchasing the Coca-Cola formula in 1888 and establishing the company that became a national phenomenon in less than a decade. In *Formula for Fortune*, author Ann Uhry Abrams narrates the life and times of Candler—from his ancestral background to the death of the last of his five children. *Formula for Fortune* not only shows how he turned his entrepreneurial genius into an empire, but also relates his status in Atlanta, Georgia, as a prominent banker, realtor, philanthropist, civil servant, and mayor. Painting a lively portrait of the past, this biography tells a fascinating American story that covers a century of American and Southern life as seen through the eyes of a middle-class family elevated to prominence by their patriarchs' incredible success. It not only provides a peek into the horse-and-buggy days of one of the nation's major corporations, but also follows Coca-Cola's fascinating transformation from patent-medicine to international phenomenon. Family dynamics weave through this drama of love, disappointments, and disaster played out against the background of four wars, a race riot, technological revolutions, and numerous courtroom dramas. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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