
Coke The Real Story Behind The Real Thing Video Worksheet

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The real story behind the iconic Coke ad in 'Mad
Men' finale

Coca-Cola: The Real Story Behind The Real Thing
"CNBC Documentaries" Coca-Cola: The Real Story
Behind the ...

Coca-Cola: The Real Story Behind the Real Thing
Coca-Cola: The Real Story Behind The Real Thing

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Coke The Real Story Behind

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brand; Coca-
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answers what.
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giant doing to
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Thing: When
Pharmacist
John
Pemberton
invented Coke
in 1886, it was
the original
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claiming to
have
restorative
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Video Notes 1.

How many gallons of Coke products are purchased everyday? 100 MILLION 2. Research shows that ½ of all decisions to buy are an impulse that hits in the first ___seconds in the aisle. 5 3. Do you think that good memories have a significant impact on which soda you choose to buy? YES OR NO 4.Coke: The Real Story Behind The Real ThingAbout The Real Coke, the Real Story "Examines

why the set-in-its-ways Coca Cola Company tampered with a drink that had become an American institution—and blundered into one of the greatest marketing triumphs of all time."—New York On April 23, 1985, the top executives of the Coca-Cola Company held a press conference in New York City.The Real Coke, the Real Story by Thomas Oliver ...The Mad Men series finale ended with Don Draper at

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