

Citizen Coke The Making Of Coca Cola Capitalism By Bartow J Elmore

Citizen Coke The Essence of Capitalism Counter-Cola Europeans Are Lovin' It? Coca-Cola, McDonald's and Responses to American Global Businesses in Italy and France, 1886-2015 A Field on Fire The Essence of Capitalism Brand Hate Pimpin' Ain't Easy The Failure of Global Capitalism Capitalism in Crisis A Theory of Global Capitalism Wild Capitalism A Radical Democratic Critique of Capitalist Education Today's Isms: Communism, Fascism, Capitalism, Socialism Guerilla Capitalism The Century of U.S. Capitalism in Latin America Building Capitalism with China's Characteristics Capitalism and the National Question in Canada U.S. Capitalism in Crisis Capitalism, Socialism, and Democracy Revisited Bartow J Elmore Humphrey McQueen Amanda Ciafone Giulia Crisanti Mark D. Hersey Humphrey McQueen S. Umit Kucuk Beretta E. Smith-Shomade Terry Gibbs Fidel Castro William I. Robinson Krista Harper Richard A. Brosio William Ebenstein Lan Nguyen Thomas F. O'Brien Gregory T. Chin Studies in the Political Economy of Canada (Society) Union for Radical Political Economics. Crisis Reader Editorial Collective Larry Jay Diamond

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Citizen Coke demonstrates a complete lack of understanding about the Coca-Cola system past and present. Ryan the Coca-Cola company by examining the real thing ingredient by ingredient this brilliant history shows how Coke used a strategy of outsourcing and leveraged free public resources market muscle and lobbying power to build a global empire on the sale of sugary water. Coke became a giant in a world of abundance but is now embattled in a world of scarcity its products straining global resources and fueling crises in public health.

the author presents the coca cola corporation as a paradigm of the modern market economy he shows how the corporation brilliantly adapted itself to the changing social and economic conditions of the u s and how it used its powers to influence the world around it

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

from the french origin of coca cola to mcdonald s sponsorship of the 2015 milan expo the book presents the first comparative history of these multinational corporations in two western european countries addressing some compelling questions to what extent our increasingly globalized world is persistently shaped by forms of american hegemony and what are some of the forces that have been most effective at challenging the relationship between americanization and globalization through the local history of global companies the book tells a new story about not only the influence of american businesses in europe but also the influence of european governments and societies on those american businesses and their adaptability

a frank and engaging exploration of the burgeoning academic field of environmental history inspired by the pioneering work of preeminent environmental historian donald worster the contributors to a field on fire the future of environmental history reflect on the past and future of this discipline featuring wide ranging essays by leading environmental historians from the united states europe and china the collection challenges scholars to rethink some of their orthodoxies inviting them to approach familiar stories from new angles to integrate new methodologies and to think creatively about the questions this field is well positioned to answer worster s groundbreaking research serves as the organizational framework for the collection editors mark d hersey and ted steinberg have arranged the book into three sections corresponding to the primary concerns of worster s influential scholarship the problem of natural limits the transnational nature of environmental issues and the question of method under the heading facing limits five essays explore the inherent tensions between democracy technology capitalism and the environment the crossing borders section underscores the ways in which environmental history moves easily across national and disciplinary boundaries finally doing environmental history invokes worster s work as an essayist by offering self conscious reflections about the practice and purpose of environmental history the essays aim to

provoke a discussion on the future of the field pointing to untapped and underdeveloped avenues ripe for further exploration a forward thinker like worster presents bold challenges to a new generation of environmental historians on everything from capitalism and the anthropocene to war and wilderness this engaging volume includes a very special afterword by one of worster's oldest friends the eminent intellectual historian daniel rodgers who has known worster for close to fifty years

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this book focuses on the concept of brand hate and consumer negativity in today's digital markets it explores the emotional detachment consumers generate against valued brands and how negative experiences affect their and other consumers loyalty it is almost impossible not to run into hateful language about companies and their brands in today's digital consumption spaces consumer hostility and hate is not hidden and silent anymore but is now openly shared on many online anti brand websites consumer social networking sites and complaint and review boards the book defines consumer brand hate and discusses its dimensions antecedents and consequences as well as the semiotics and legality of such brand hate activities based on current brand dilution arguments it describes the situations which lead to anti branding and how consumers choose to express their dissatisfaction with a company on individual and social levels this newly updated edition discusses recent research findings from brand hate literature with new cases and extended managerial analysis thus the book provides strategic perspectives on how to handle such situations to achieve better functioning markets for scholars and practitioners in marketing psychology and consumer behavior

first published in 2008 routledge is an imprint of taylor francis an informa company

what do cape breton and colombia have in common coal for one thing coal mining was the backbone of cape breton's industrial economy for more than one hundred years but the last mine was closed in 2001 when the province's utility company took advantage of neoliberal globalization by importing coal from colombia colombia and cape breton represent the loss of well paid unionized industrial jobs as a result of neoliberal globalization the economic hegemony that allows multinational corporations in the global north primarily north america and europe to exploit the natural resources and cheap labour of the global south latin america africa and asia but the commonalities between cape breton and colombia do not end with coal there are numerous connections directly related to the capitalist system militant labour struggles repression economic insecurity population displacement social inequality and environmental devastation the failure of global capitalism uses the examples of cape breton and colombia to illustrate the harsh realities suffered by people throughout the global north and the global south under neoliberal globalization particularly with regard to socio economic and environmental issues ultimately it

exposes the failure of industrial capitalism and looks toward more sustainable and egalitarian alternatives

castro adds his voice to the growing international chorus against neoliberalisation and globalisation

in this book sociologist william robinson offers a theory of globalization that follows the rise of a new capitalist class and a new type of state formation he explains how global capital mobility has allowed capital to reorganize production worldwide in accordance with a whole range of considerations that allow for maximizing profit making opportunities this worldwide decentralization and fragmentation of the production process has taken place alongside the centralization of command and control of the global economy in transnational capital in turn this economic reorganization finds a political counterpart in the rise of the transnational state in the future robinson argues hegemony will be exercised not by a particular nation state but by the new global ruling class who regardless of their nationality tend to share similar lifestyles and interact through expanding networks of this transnational state in this way the process of globalization is unifying the world into a single mode of production that is increasingly integrating different countries and regions into a new global economy and society robinson concludes that because the new global capitalism is rife wit

1 making of the hungarian environmental movement 2 chernobyl stories and anthropological shock in hungary 3 consumers or citizens environmentalism new markets and the public sphere 4 eco colonialism the emergence of an environmentalist critique 5 does everyone suffer alike race class and the postsocialist environment

winner of 1994 aesa critics award this book offers a sober assessment of power in the u s and its k 12 public schools in spite of impressive democratic achievements in schools and society the hegemonic and raw power of antidemocratic capitalism is significantly greater the author s critical analysis which owes a debt to the western tradition of radical democracy suggests that hegemony and repression are inextricably connected therefore the hopes for a more genuinely democratic polity and supportive education are problematic an unflinchingly tough evaluation of the realities and complexities of antidemocratic power and practice is of crucial importance to present democratic projets and the hope for their successful realization in our schools and extramural sites the challenge of postmodern thought to democratic aspirations is considered also

guerilla capitalism analyzes the nature of the business system and behavior of state owned enterprises in vietnam written by an expert author the book is based on first hand case studies containing full and frank interviews with local managers on the country s business culture it thus provides those seeking to do business in vietnam with an unparalleled insight into how and why its businesses in general and state owned enterprises in particular are structured and managed a topic about which little has been previously written

traces the development of u s business interests in latin america from the early 19th century to the present

capitalism is the accepted and so intellectually an almost invisible way of life in canada very little has been thought or published about canada that uses a marxist critique of capitalism and its dynamics and this book aims to advance such thinking by analysing the reasons for the openness of the dominion to capitalist domination first by europeans and then by americans to labour domination from the united states and to a sell out policy in regard to its land and farms the dependency of the canadian ruling class on foreign capitalists is an important factor in canada s continued colonial mindedness and the rise of nationalism in quebec is based on the inevitabilities of the class antagonisms set up by capitalism the authors believe that it is only through such marxist theory and practice that a way can be found for canada to escape at last from imperialist exploitation and that a way can be found to shape a socialist future for the whole country

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