Counter-Cola

A MULTINATIONAL HISTORY OF THE GLOBAL CORPORATION

Amanda Ciafone



CONTENTS

Acknowledgments 347

Introduction 1

- The Coca-Cola Bottling System and the Logics of the Franchise 19
- 2 Mediating Coca-Colonization: Negotiating National Development and Difference in Coca-Cola's Postwar Internationalization 61
 - 3 "I'd Like to Buy the World a Coke": The "Real Thing" and the Revolutions of the 1960s 105
 - 4 · Indianize or Quit India: Nationalist Challenges to Coca-Cola in Postcolonial India 151
 - A Man in Every Bottle: Labor and Neoliberal Violence in Colombian Coca-Cola Bottling 184
- 6 · Water for Life, Not for Coca-Cola: Commodification, Consumption, and Environmental Challenges in Neoliberal India 227
 - 7 · CSR: Corporate Social Responsibility and Continued Social Resistance, A Nonconclusion 271

Abbreviations 305 Notes 307 Selected Bibliography 347 Index 377