

# A history of the world in glasses

[History](#)



Tom Standard, various drinks are related to different time periods. Coca-Cola, a drink mentioned in the book, was related too later time period during the sass around the time of the Call war. TheCivil Warwas a significant event as it led to a free economy in the united States as well as the development of a single market. The establishment of a single market and furthering of a free market economy in the United States allowed for the growth and success of the Coca-Cola Company.

In 1767, Joseph Priestly produced artificially carbonated drinks. About a hundred years later John Pentameter was experimenting with carbonated water adding flavor to it, thus creating what we now call Coca-Cola. This invention would not have gone much further if it were not for some significant developments in the Unites States and around the globe. In 1865, the Call War ended leading to the creation of one of the largest market economies in the world. This benefited entrepreneurs and business owners as there was a huge market which loud help their businesses succeed.

Additionally, the United States was set-up as a free-market economy which furthered innovation and the pursuit of profitability and success. The first development led to the creation of an economic system while the latter led to the expansion of the economic system. The Coca-Cola Company took full advantage of the above developments and became an iconic brand recognized around the world. Coca-Cola was aided by the rise of Industrialization In the production of its products.

They also created a unique and distinctive shape for the bottle in 1916 to create a desire for the product and better marketability. The company

started using Santa Claus in their advertisement for similar reasons. While the product was marketed to adults initially, the company started selling to children in 1986. All of these activities were geared towards taking advantage of the market Coca-Cola served. The United States economic system assisted Coca-Cola in pursuing growth and profitability. Coca-Cola's success did not go unnoticed.

Pepsi entered the market during the middle of the twentieth century selling products similar to Coca-Cola, flavored carbonated drinks. In the latter part of the twentieth century, seeking more profits and growth, the Coca-Cola Company entered foreign markets like Russia, China and India. While the US and India are capitalist societies, Russia and China are socialist. This led to interaction between different economic systems and trade and commerce between very distinctive cultures. All of these resulted in the Coca-Cola Company becoming one of the most recognized brands in the world.

This would not have been possible without the United States being a capitalist society which encouraged and furthered the success of companies like Coca-Cola. The creation of a single market economy and the establishment of a free-market economy in the United States led to the success of the Coca-Cola Company and its name becoming an iconic brand in the world. Coca-Cola was able to pursue success, growth and 100% success not only in the United States but across the world. This was possible because of the success the company first had in the United States.