



# **Summary: Secret Formula - Frederick Allen: How Brilliant Marketing and Relentless Salesmanship Made Coca-Cola the Best-Known Product in the World**

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**Complete summary of Frederick Allen's book: "Secret Formula: How Brilliant Marketing and Relentless Salesmanship Made Coca-Cola the Best-Known Product in the World".**

This summary of the ideas from Frederick Allen's book "Secret Formula" tells how Coca-Cola co-founder Robinson and early investor Candler realized early on that their only intellectual property was the trademark name. In his book, the author describes the aggressive marketing campaign that focused on the trademark and branding, which yielded extraordinary results and set the standard for all of its future promotional material. This summary reveals all of the secrets to Coca-Cola's success and how the company's innovation and originality was the key to it becoming the biggest global brand.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Secret Formula" and discover the exciting story behind the world-class company, Coca-Cola.**

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