Petretti's Coca-cola Collectables Price Guide

By Allan Petretti

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Expanded to include 6,000 photos of the most desired Coca-Cola memorabilia, this anniversary edition discusses Coke collectibles as investments, traces the history of advertisements and promotions, describes the evolution of the Coca-Cola logo, and identifies celebrities who have appeared in Coke ads. 6,000 photos, 324 in color.

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Editorial Review

About the Author
Allan Petretti is the leading expert on market trends and values of Coca-Cola collectibles. He's been collecting, dealing and promoting this collecting arena since the early 1970s. He frequently conducts seminars around the nation, and is a noted appraiser whose expertise is called upon for special collector events at The World of Coca-Cola in Atlanta, GA. He's also been quoted in the Wall Street Journal, New York Times, USA Today, The Robb Report, Ladies Home Journal, and the London Times.

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