

The 2017 RCI George and Bernadine Converse Lecture

Free & Open to the Public @ Washington State University

Tue, Feb 7, 7pm, CUB 220 (Senior Ballroom)

“Coke Isn’t Dope! The Ecological Limits of Coca-Cola Capitalism”

Coca-Cola is everywhere. Today, the company sells over 1.8 billion servings of its products daily to customers in over 190 countries worldwide. So how did the company do it? That’s the question that inspired environmental historian Bart Elmore to write Citizen Coke: The Making of Coca-Cola Capitalism. Come hear about his international journey to document the ecological footprint of the Coca-Cola Company. Not just a conversation about one company, this talk will focus on lessons learned from the past that might help us design an ecologically sustainable economy for the future.



Dr. Bart Elmore

Assistant Professor, Department of History

The Ohio State University

Sponsored by:

*Roots of Contemporary Issues (RCI) Program, Department of History
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The Thomas S. Foley Institute for Public Policy and Public Service*

For more information, contact history@wsu.edu