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BOTTLEMANIA: HOW WATER WENT ON SALE AND WHY WE BOUGHT IT (HARDBACK)



Bloomsbury Publishing PLC, United States, 2008. Hardback. Book Condition: New. Us.. 212 x 144 mm. Language: English . Brand New Book. An incisive, intrepid, and habit-changing narrative investigation into the commercialization of our most basic human need: drinking water. Having already surpassed milk and beer, and second now only to soda, bottled water is on the verge of becoming the most popular beverage in the country. The brands have become so ubiquitous that we re hardly conscious that Poland Spring...

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- Authored by Elizabeth Royte
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