

Pepsi Reference Books

Pepsi Collectibles Reference Books: (by author)

Author	Title	Published
Ayers, James C.	Pepsi:Cola Bottles Collectors Guide Publisher:	1995
Ayers, James C.	Pepsi:Cola Bottles & More Collectors Guide Vol. 2 Publisher:	2001
Bridgforth, Dick & Burgess, Wayne	Mountain Dew: Hillbilly Collectables Publisher: Sold on Amazon	2006
Bridgforth, Dick	Mountain Dew: Hillbilly Bottles Publisher: Sold on Amazon	2008
Bridgforth, Dick	Mountain Dew: Pepsi-World Reprints Publisher: Sold on Amazon	2011
Dillman, Phil & Woestman, Larry	Pepsi Memorabilia...then & now Publisher:	2000
Dillman, Phil & Woestman, Larry	More Pepsi Memorabilia...then & now Publisher:	2009
Lloyd, Everett & Mary	Pepsi-Cola Collectibles With Price Guide Publisher:	1993
Stoddard, Bob	Introduction to Pepsi Collecting Publisher:	1991
Stoddard, Bob	The Complete Guide to Pepsi:Cola Collectibles Publisher:	1996
Stoddard, Bob	The Encyclopedia of Pepsi-Cola Collectibles Publisher:	2002
Stoddard, Bob	Warman's Pepsi Field Guide Publisher: Krause Publications	2006
Tromp, Tim & Zafft, Bruce	Mountain Dew Collectibles Publisher:	2001
Vehling & Hunt	Pepsi-Cola Collectibles Publisher:	1990
Vehling & Hunt	Pepsi-Cola Collectibles Vol II Publisher:	1990
Vehling & Hunt	Pepsi-Cola Collectibles Vol III Publisher:	1993

Pepsi History Books, Magazines and Pamphlets: (by author)

Author	Title	Published
Beverage World	PEPSI The First 100 Years (Beverage World Magazine) Publisher: Strategic Business Communications	Jan 1998
Bridgforth, Dick	Mountain Dew: The History Publisher:	2007
Capparell, Stephanie	The Real Pepsi Challenge Publisher: Free Press	2008
Enrico, Roger & Korbliith, Jess	The Other Guy Blinkered: How Pepsi Won the Cola Wars. Publisher: Bantam Books	1986
Hessel, Susan T.	Pepsi in his Blood: the Norman Gillette Story Publisher:	1996
Hull, Wythe M. Jr.	The History of Marion Bottling Company, Inc. Publisher: Commonwealth Press, Inc.	1985
Martin, Milward	12 Full Ounces Publisher:	1962
McFadden, Nancy	The Pepsi Generations/Les generations de Pepsi Publisher: C.J. Graphics (Canada)	1984
McNeil, Legs	POP CULTURE Stories from Pepsi-Cola's First 100 Years Publisher: Byron Preiss Multimedia Company, Inc.	1998
Meitar, Aviad	An Unimaginable Journey How Pepsi Beat the Odds in Romania Publisher: unidentified in Charleston, SC (www.booksutge.com for copies)	2009
Mills, Robert Lockwood	Thomas Elmezzi The Man Who Kept the Secret Publisher: JET Foundation	2004
Pepsi Cola Promotion Dept	The Story of Pepsi-Cola (pamphlet) Publisher: Pepsi-Cola Training Services	1960
Rawlinson, Fred	Brad's Drink A Primer for Pepsi-Cola Collectors (large pamphlet) Publisher: reproduced 1992 by Bern Bear Gifts	1976
Scully, John	Odyssey Publisher:	
Stein, Donna & Varon, Malcolm	The PepsiCo Sculpture Gardens Printer: The Press of A. Colish, Mount Vernon, NY	1980
Stoddard, Bob	Pepsi: 100 Years Publisher: General Publishing Group	1997
Stoddard, Bob	Pepsi Now and Then/A History of Pepsi-Cola Print Advertising Publisher:	1999
Stoddard, Bob	Pepsi-Cola in Black and White Publisher:	
Stoddard, Bob	The Big Nickel Drink The Pepsi-Cola Story and a lot more Publisher: Double Dot Enterprises	2003
Stoddard, Bob	True Blue The Story of the Pepsi-Cola Bottlers Publisher: Double Dot Enterprises	2010

Other Advertising Collectibles Books

Author	Title	Published
Hake, Ted	Hake's Guide to Advertising Collectibles Publisher:	1992
Hervey, John	Collector's Guide to Cartoon & Promotional Drinking Glasses Publisher:	1990
Huffman, Carol & Hoder, Tom	Tomart's Price Guide to Character & Promotional GLASSES 3 rd edition Publisher:	2000
Petretti, Allan	Petretti's Soda Pop Collectibles Price Guide Third Edition Publisher:	2003

Other books which relate to Pepsi-Cola History:

Author	Title	Published
Buckley, Peter & Mack, Walter	No Time Lost - Autobiography of Walter Mack Publisher:	1982
Dietz, Lawrence	SODA POP. The History, Advertising Art & Memorabilia of Soft Drinks in America Publisher:	1973
Goss, Tom	Print Casebooks 7 1987/1988 The Best in Advertising Publisher:	1986
Karmen, Steve	Who Killed the Jingle? How a Unique American Art Form Disappeared. Publisher: Hal Leonard Corporation	2005
Louis, J.C. & Yazijian, Harvey	The Cola Wars Publisher:	1980
Ries, Al & Trout, Jack	Marketing Warfare Publisher:	1986