

Judul:

First in thirst: how Gatorade turned the science of sweat into a cultural phenomenon

Pengarang/Penulis:

Rovell, Darren, author

Subjek:

Gatorade (firm); Beverage industry -- United States; Business & economics -- Sales & selling; Business & economics -- Marketing; Business & economics -- Commerce

Nomor Panggil:

e20441700

Penerbitan:

American Management Association;

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