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B.J. Summers Guide To Coca-Cola Seventh Edition (B. J. Summers' Guide To Coca-Cola: Identifications, Current Values, Circa Dates)



Synopsis

In this day of real-time internet and spontaneous around-the-world communications it's difficult to believe that any product has an effective life of more than a few years. But Coca-Cola is still alive and strong at a hundred years plus. This book, which gives its readers the value of Coke memorabilia but also snippets of information about Coke and its history, is once again revived and refreshed. Collector Books has had a winner with B. J. Summers' Guide to Coca-Cola since the mid-nineties. This new seventh edition has hundreds of new color photographs. It is also crowded with information to help both the beginning and advanced collector to become better informed. As always, the informed collector is the one at the head of the line. For the collector who desires better results, the answer is simple. This book is a winner--and you can be too! 2009 values.

Book Information

Series: B. J. Summers' Guide to Coca-Cola: Identifications, Current Values, Circa Dates

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Customer Reviews

...Aside from being all color and very beautiful to look at, it allows collectors to get estimates for items they couldn't find anywhere else. Just because certain items have been produced in the past 30 years, it doesn't mean that some of them are not extremely collectible, as Summers demonstrates. I believe that any serious Coca-Cola collector needs to add this book to their library to be able to round out their references....-John P. Williams

B.J. Summers has been a collector all his life. In early childhood he was fascinated with collecting

Boy Scout patches and building models. Later as a telephone linesman, collecting telephone insulators and advertising seemed natural. Since 1994 B.J. Summers has been a proven authority on advertising collectibles, gas station memorabilia, and of course, Coca-Cola. And he continues to produce value guides sought after by advanced and beginning collectors alike.

I highly recommend this book for all the coca cola collectors out there. Thousands of items in this book with current prices. This edition has a lot of different items that are not in the previous edition so it makes it well worth buying this book if you have older editions by this author. Lots of color photos, great descriptions. I give this book 2 thumbs up. Buy and you will be pleased just as I am. Thank you.

Would pass on this book

The book information was as described with color pictures and interesting snippets of history. The company sent it in record time. Thanks for great service.

Nice color photos & illustrations, easy layout of the advertising items. Certainly will be very helpful to me as a buyer - seller. Will probably look for more editions of this guide.

Item received in good condition. Very helpful for pricing, and recognizing reproductions from originals. Glad to add it to my library!

I love this book-I am a collector and it is informative, and I love to find the value of my collection.

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