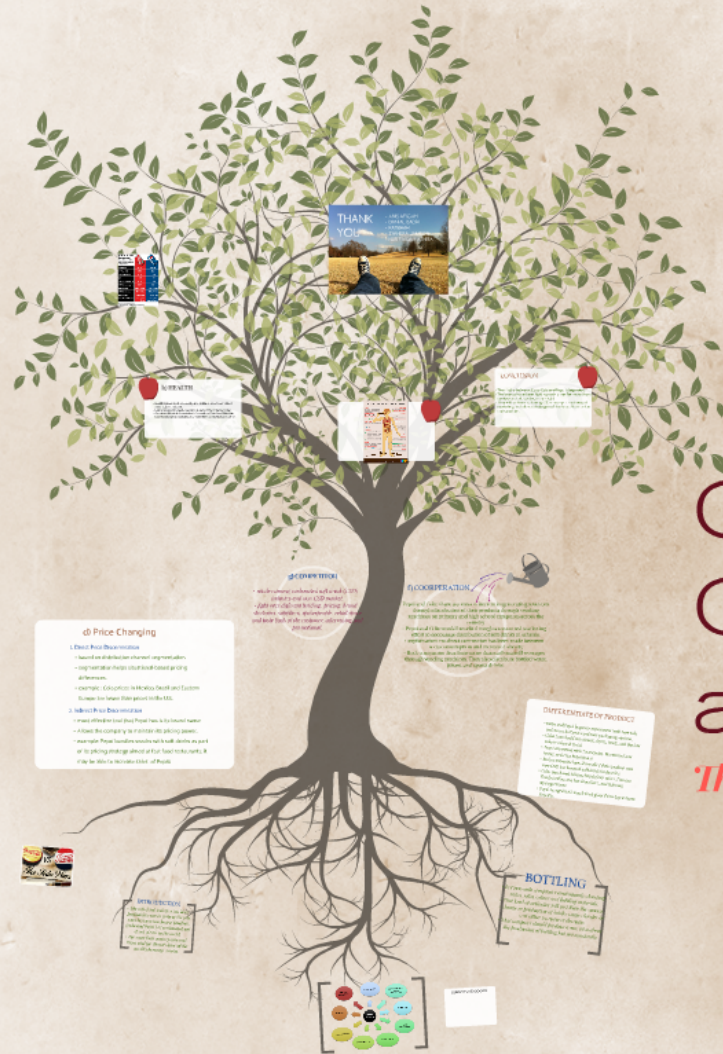


Cola Wars Continue: Coke and Pepsi in 2010

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VS

The Soda Wars



INTRODUCTION

- *The soft drink industry has been profitability one in spite of the cola wars between two largest products (Coke and Pepsi) of carbonated soft drink (CSD) in the world.*
- *For more than century Coke and Pepsi vied for 'throat share' of the world's beverage market.*