



El cafe: Historia de una semilla que cambio el mundo (Biografia E Historia Series) (Spanish Edition)

Mark Pendergrast

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Presenting the history of coffee from its discovery on an ancient Ethiopian hillside to its role as an elixir in the age of Starbucks, this account discusses the rise and fall of regional brands in the United States, the role of advertising, the global economic impact of coffee prices, and the recent emergence of specialty coffee retailers. The social and environmental ramifications of coffee are discussed in terms of recent campaigns for a livable wage and environmental protection in coffee producing nations such as Brazil, making this an excellent reference on what is considered the second most valuable exported legal commodity on earth.

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