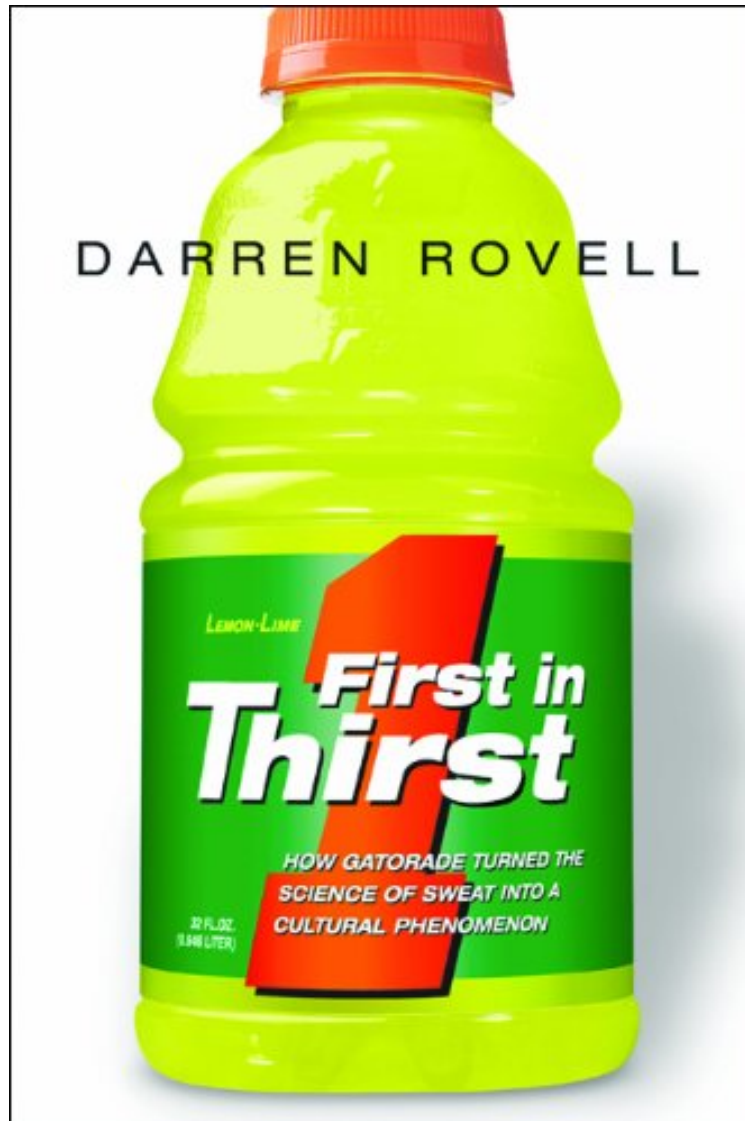


## First in Thirst: How Gatorade Turned the Science of Sweat Into a Cultural Phenomenon

*Darren Rovell*

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### **Darren Rovell : First in Thirst: How Gatorade Turned the Science of Sweat Into a Cultural Phenomenon**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised First in Thirst: How Gatorade Turned the Science of Sweat Into a Cultural Phenomenon:

4 of 4 people found the following review helpful. Did We Read the Same Book? By Armand Van Helsing Purchased for the hype but let down by the style. It reminds me of the effusive praise I had in 2001 as a freshmen student in Economics for Tyco and Dennis Kozlowski. Every word is lavish spectacle and Gatorade can seem to do little wrong.

I want the hard hitting truth about corn-sweetener and who should really drink this. There is a foray into marketing strategies whereby you the reader are versed on the importance of customer profiling by your savior, Saint Gator of Indiana. Many phrases are repeated (really, they have to hot wash the bottles you say?) and some of the sentence structures are downright bizarre. Fairly good party talk though. Margie, did you know the University of Florida sued for profits years after initially scoffing at investing in the concept? 1 of 1 people found the following review helpful. Excellent book, falls just short of 5 stars for me though. By Robert Cowper I hate being the lone non-5star review for this, but it fell just short for me. There are moments in the book where the names and years are too convoluted to follow perfectly. The book isn't ordered chronologically per se, but more by a topic by topic basis, so at times it is tough to follow just how far along Gatorade was (did they sign Jordan yet? was Powerade on the scene? etc etc). Also, I could have used some re-introductions at times of the myriad "characters" of the book since it is not necessarily chronological and people disappear for a few sections at a time. Also, on kindle there were a few minor formatting issues. Numbers have odd spacing (sometimes a fraction will look 1/2 or 1 / 2 or mini like how MS Word shrinks them after you type them; not sure how else to describe that!) and some words seem to have random spaces. I came across maybe 7 or 8 oddities like this, so it's nothing that takes away from the reading, just something I thought I'd mention. All in all, a very good book with TONS of interesting information and tidbits for marketing minds and sports fanatics. 0 of 0 people found the following review helpful. Outstanding Read. By Jack D This is a great book. Gatorade is one of the most well-known consumer products in existence and this book details how it came to be what it is today. I would recommend this to any sports fan, business student, history buff or marketing person. They nailed marketing and the book goes into great detail to tell you how they've come to have the dominating market share that they do. Gatorade really is First In Thirst. You will not regret your purchase.

Selected as one of Soundview Executive Book Summaries's the "30 Best Business Books" of the year. Remember the Cola Wars, with Coke and Pepsi battling it out year after year for supremacy in the soft drink market? Or what about the Burger Wars, the legendary slugfests between McDonald's and Burger King? Then of course, there were the Sports Drink Wars. If you blinked, you might have missed them, because Gatorade has swiftly and decisively fended off every would-be rival. Although a few other brands hold slim market shares, the fact is that Gatorade single-handedly created the sports drink industry 40 years ago and has absolutely ruled it ever since. But Gatorade is more than just a triumph of branding. First, it's a trusted product that has been scientifically proven to do what it claims to do. Second, Gatorade is an enthralling story, brought to life in bright color and sharp detail in First in Thirst. Author Darren Rovell, a skilled, objective, and passionate journalist, chronicles every astonishing milestone of the company's history. With unprecedented access to the inventors, the marketers, the analysts and observers, and key company figures past and present, Rovell recounts the sweat-drenched University of Florida football practices, the first (unpalatable) prototypes, and the commercial and financial interest that quickly took hold following the drink's first on-field successes. Then came the advertising, sponsorships, product placements (many of them fortuitous), and finally the two milestones that cemented Gatorade's iconic status once and for all -- the ubiquitous Gatorade bath and the Michael Jordan "Be Like Mike" endorsement deal. With refreshing candor, First in Thirst also offers an inside look at the negotiations, battles, lawsuits, mergers and acquisitions, product strategies, lucky breaks, and even the missteps (there have not been many) that have attended Gatorade's reign as the 800-pound gorilla of the sports-drink scene. Rovell places the reader inside labs and brainstorming sessions, at board meetings and ad shoots, on the sidelines and in the dugouts, even in the winners' circle at NASCAR events -- where Gatorade manages maximum exposure even at tracks whose official sponsors include chief rival POWERade. The book identifies the nine Gatorade Rules, business principles that have helped Gatorade become one of the most dominant brands ever. By adhering to these principles, businesses in other industries may achieve greater brand recognition and market share. Long before America knew what "deep-down body thirst" was, a team of university scientists had already invented something to quench it. First in Thirst is the story of the product and the company, and of America's fascination with the one and only Gatorade.

From Publishers Weekly What began in 1965 as the after-hours project of four University of Florida doctors, Gatorade has grown into an internationally renowned brand that today comprises 80 percent of the U.S. sports drink market it created. A lifelong Gatorade consumer and ESPN.com's sports business writer, Rovell locates the increasingly wide intersection of sports, business and popular culture, creating an account wide in scope, rich in details and sufficiently varied to keep the pages turning. Rovell's research pays big dividends in entertaining stories, relating, for instance, when Florida's head football coach, Ray Graves, initially allowed the doctors to test Gatorade, but only on his freshman team; or the late nights before games when the doctors could be found in the lab squeezing lemons into the concoction to mask its then-rancid taste; or Stokely Van-Camp's decision, when buying Gatorade from the doctors and their investors, to compensate the Gatorade Trust on a royalty structure instead of paying a flat \$1 million fee, which "turned out to be a boon for the doctors. Instead of collecting a couple of hundred thousand dollars each, they were to earn more than \$30 million each over the next 40 years;" and even criticism of Gatorade by those who assert the

company "overpromotes hydration in order to promote its product." Throughout his account, Rovell reveals the many secrets of Gatorade's success, portraying the company as an ever-evolving pioneer that continually tweaks its business model to remain on top, a sports analogy to be sure. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Selected as one of Soundview Executive Book Summaries's the "30 Best Business Books" of the year. Publishers Weekly: "...an account wide in scope, rich in details and sufficiently varied to keep the pages turning." Beverage Digest: "[A] new book by ESPN business reporter Darren Rovell provides fascinating insights into original development -- and sale -- of Gatorade." Yahoo! Sports: "[A] fascinating new book.[Author] Rovell does an excellent job keeping a business story moving by interweaving plenty of sports and bigger picture ideas into First in Thirst. There is enough here for the businessperson, the sports fan and anyone who loves a story about how one small, simple idea could become so big." Dallas Morning News, Steve Powers, nationally syndicated columnist: "It's a lively book rich in detail." Business Ledger (Oak Brook, IL): "...an engrossing read...the book is captivating." BrandChannel.com: "A good read about a product's ups and downs for those into sports, business, or supposed hangover cures." Mississippi Business Journal: "...a fascinating business story." Detroit Free Press: "He [Rovell] writes a fascinating chronicle of how Gatorade's superb marketing overcame obstacles." "Given its prominence and brand equity, it's amazing we've had to wait until now to read the story about the domination of Gatorade. Darren Rovell will quench your thirst by deftly weaving the tale from its humble beginnings to its extraordinary market share and iconic brand status." -- David Stern, Commissioner, National Basketball Association "Without Darren Rovell's First In Thirst, how would I know there was once a Gatorade called 'ESPN the Flavor'?" At last I understand how Chris Berman and Stuart Scott race through exhausting highlight packages without becoming dehydrated." -- Bob Costas, Broadcaster, NBC and HBO "The story of Gatorade's wild success was just waiting to be told, and Darren Rovell is the perfect person to tell it. First in Thirst is a business book and a marketing book and a zeitgeist book, but most of all it's just a terrific book to read." -- Stephen J. Dubner, co-author of Freakonomics: A Rogue Economist Explores the Hidden Side of Everything. "First In Thirst chronicles why Gatorade has become the 'oral imperative' for athletes just like spinach was for Popeye." -- Joseph R. Castiglione, Director of Intercollegiate Athletics, University of Oklahoma "Well dump a bucket of green juice over my head! What a great insider's look at the building of a brand that people believe in." -- Seth Godin, author, All Marketers Are Liars "Being first, picking a shocking name and using liberal quantities of PR are the three rules of brand building. Darren Rovell tells the fascinating story of one brand that did all three exceptionally well." -- Al Ries and Laura Ries, co-authors, The Origin of Brands"