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Front Matter

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The Coca-Cola Company Archives:
Thriving Where Dilbert, Not Schellenberg, Matters
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CONTENTS

The Coca-Cola Company Archives: Thriving Where Dilbert, not Schellenberg, Matters
Gregory Markley 3

Archival Allegory? Cultural studies and T.R. Schellenberg’s *Modern Archives: Principles and Techniques*
Cheryl Beredo 24

The Elusive Simplicity of Container-Level Encoded Archival Description: Some Considerations
Leah Broaddus 38

Where’s the Context? Enhancing Access to Digital Archives
Abigail R. Griner 59

Archival Work in a Surreal World: The Imagination of George Saunders
Erica Olsen 70

Reviews 76

Information for Contributors 83

Index 85

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Reviews

**Bastian and Webber**, *Archival Internships: A Guide for Faculty, Supervisors, and Students*, reviewed by Suzanne K. Durham

**Prom and Swain**, *College and University Archives: Readings in Theory and Practice*, reviewed by Christine de Catanzaro

**Carmicheal**, *Rescuing Family Records: A Disaster Planning Guide*, reviewed by Muriel McDowell Jackson

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Cover: Courtesy The Coca-Cola Archives. This photograph is of a beverage kiosk near the rowing course at the 1928 Olympic Games in Amsterdam, the Netherlands—the first appearance by Coca-Cola at an Olympic Games. Visitors to the 1928 Games found Coca-Cola on sale at all cafes, restaurants, and small shops called “winkles” and at many kiosks outside and around the Olympic Stadium and the Rowing Course. Men wearing Coca-Cola caps and coats sold the bottled drink to the sporting crowds, while soda fountains near the entrances to the Stadium were available to those who preferred Coca-Cola in the glass. Various advertising pieces were on display, including eight Coca-Cola bulletins above each of the eight entrances to the Olympic Stadium. The Coca-Cola bottler at Amsterdam erected Coca-Cola billboards and secured Coca-Cola painted walls along the main canals and streets of the city.