



Allan Petretti

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The World's Greatest Coca-Cola Reference Guide Now in its 11th Edition, Petretti's Coca-Cola Collectibles Price Guide is the one resource that legions of collectors have turned to as their definitive source for identifying and valuing nearly a century of treasures. This expanded and updated edition-four years in the making-is the best volume yet. In addition to current collector values, descriptions and photos for thousands of items, this edition contains more than twice as much color as in the past-160 color plates in all-loaded with crisp clear photos of the most-desirable Coca-Cola collectibles. New and expanded color sections feature trays, calendars, bottles, the "Diamond Design" from the 1960s and much more. New guidelines for grading and evaluating items, along with a variety of resources to help both new and experienced collectors, will prove invaluable. This new volume is truly the ultimate resource for answering your Coca-Cola collecting questions.

About the AuthorAllan Petretti is the leading expert on market trends and values of Coca-Cola collectibles. He's been collecting, dealing and promoting this collecting arena since the early 1970s. He frequently conducts seminars around the nation, and is a noted appraiser whose expertise is called upon for special collector events at The World of Coca-Cola in Atlanta, GA. He's also been quoted in the Wall Street Journal, New York Times, USA Today, The Robb Report, Ladies Home Journal, and the London Times.