



Innocent: The inside story of Innocent told from the outside

John Simmons

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Innocent Drinks is a business phenomenon of the last decade. Founded in 1998 by three college friends, Innocent has grown at an amazing rate to become the UK's fastest growing food and drink business in 2005. Even more impressive has been the growth of its brand legend. Innocent is one of those brands that everyone in the marketing world refers to with awe, affection and sometimes envy.

This book tells the story of Innocent's rise and examines what has made it a brand that people observe, love and (increasingly) imitate. Through privileged access to the founders and others closely involved in the company, John Simmons will explore the road travelled by the Innocent cow vans, taking in the twists and turns, ups and downs along the way. Not only does Innocent make fantastic smoothie drinks, but it is a brand now known for its love of storytelling, humour and an honest approach to business.

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