



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

By Darren Rovell

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Gatorade invented the sports drink 40 years ago, and it has been first in the marketplace (by a long shot) ever since. But it's more than just a thirst quencher and a dominant brand. "First in Thirst" is the story of a phenomenon that grew from the practice fields of college football into a true icon of the way we play, watch, and experience sports - from the Pee Wees to the pros. Published to coincide with the 40th anniversary of Gatorade's invention, "First in Thirst" is equally a sports story, from its invention and testing with the University of Florida Gators to the "gatorade bath" and its near-universal appeal to athletes, coaches and sports fans everywhere.

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"He [Rovell] writes a fascinating chronicle of how Gatorade's superb marketing overcame obstacles."

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