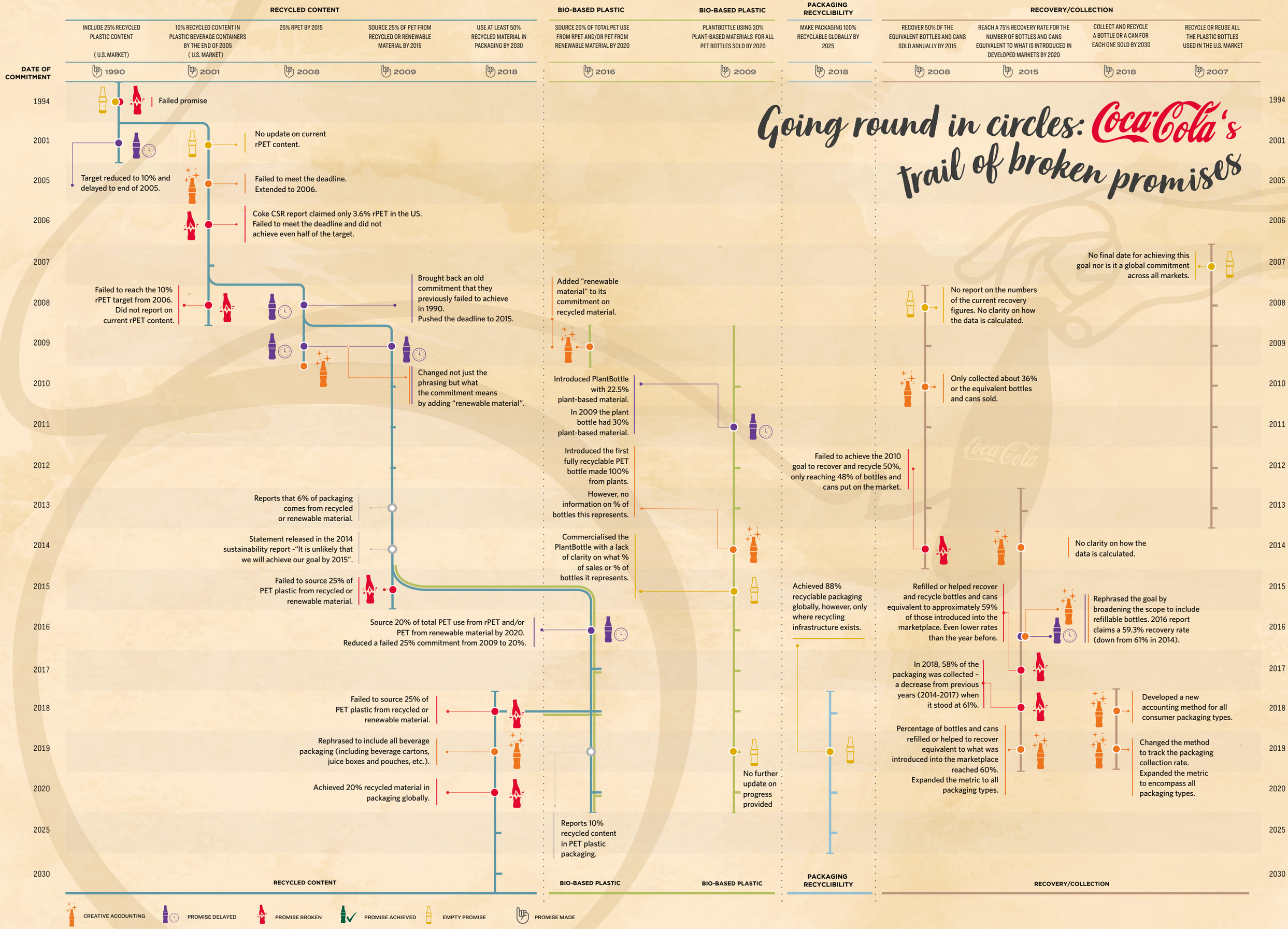Going round in circles: Coca-Cola's trail of broken promises