



Inside Coca-Cola: A CEOs Life Story of Building the Worlds Most Popular Brand

By David Beasley

St. Martin's Griffin. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.2in. x 5.4in. x 0.9in. The first book by a Coca-Cola CEO tells the remarkable story of the companys revival. Neville Isdell was a key player at Coca-Cola for more than thirty years, retiring in 2009 as Chairman after rebuilding the tarnished brand image of the worlds leading soft-drink company. Inside Coca-Cola tells an extraordinary personal and professional worldwide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa, and Turkey. Isdell helped put out huge public-relations fires (India and Turkey), opened markets (Russia, Eastern Europe, the Philippines, and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdellsand Cokesstory is newsy without being gossipy; principled without being preachy, and filled with stories and lessons appealing to anyone who has ever taken the pause that refreshes. Itsalso a readable and important look at how companies can market and govern themselves moreethically and to great success. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

DOWNLOAD



READ ONLINE
[8.23 MB]

Reviews

This sort of ebook is everything and got me to searching in advance plus more. I could comprehend everything out of this created e pdf. You are going to like just how the author compose this pdf.

-- Prof. Ethelyn Hoeger

It in one of my personal favorite publication. Indeed, it is actually perform, still an amazing and interesting literature. Its been printed in an exceptionally easy way which is merely soon after i finished reading this book where really altered me, change the way i believe.

-- Neal Homenick IV