



## 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.



**READ ONLINE**  
[ 4.39 MB ]

### Reviews

*This publication is great. It really is packed with knowledge and wisdom Your daily life period will probably be transform when you complete reading this article book.*

-- **Wilford Metz**

*Basically no words to describe. We have read through and i also am sure that i am going to going to read once more once again later on. You may like just how the article writer compose this publication.*

-- **Mrs. Jane Quitzon DDS**

## See Also



### [DK Readers Day at Greenhill Farm Level 1 Beginning to Read](#)

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



### [Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



### [Scholastic Discover More Penguins](#)

Scholastic Reference. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 10.0in. x 8.0in. x 0.4in.Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the learning online. PENGUINS unlocks a free 48-page...



### [DK Readers Disasters at Sea Level 3 Reading Alone](#)

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate of those who took part in them....



### [DK Readers Robin Hood Level 4 Proficient Readers](#)

DK CHILDREN. Paperback. Book Condition: New. Nick Harris (illustrator). Paperback. 48 pages. Dimensions: 8.4in. x 5.7in. x 0.2in.Discover the rollicking exploits of Robin and his merry men as they take from the rich and give to the poor. Join Robin Hood and...



### [At-Home Tutor Math, Prekindergarten](#)

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.6in. x 8.2in. x 0.2in.Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home. The colorful and engaging activities motivate children...