

Inside coca-cola : cerita kehidupan seorang CEO dalam membangun brand planning terkemuka di dunia

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Abstrak

Summary

A former chairman and CEO of Coca-Cola traces the story of his career, describing his efforts to combat public relations challenges, his contributions to opening markets throughout the world, and his strategies for promoting corporate responsibility.

Contents

From Ulster to Africa -- In Johannesburg: my global career is launched -- Conquering Pepsi in the Philippines -- Stagnation in West Germany -- The Wall falls -- Going back to India -- At the helm of Coca-Cola -- Connected capitalism.