

## 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.

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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.