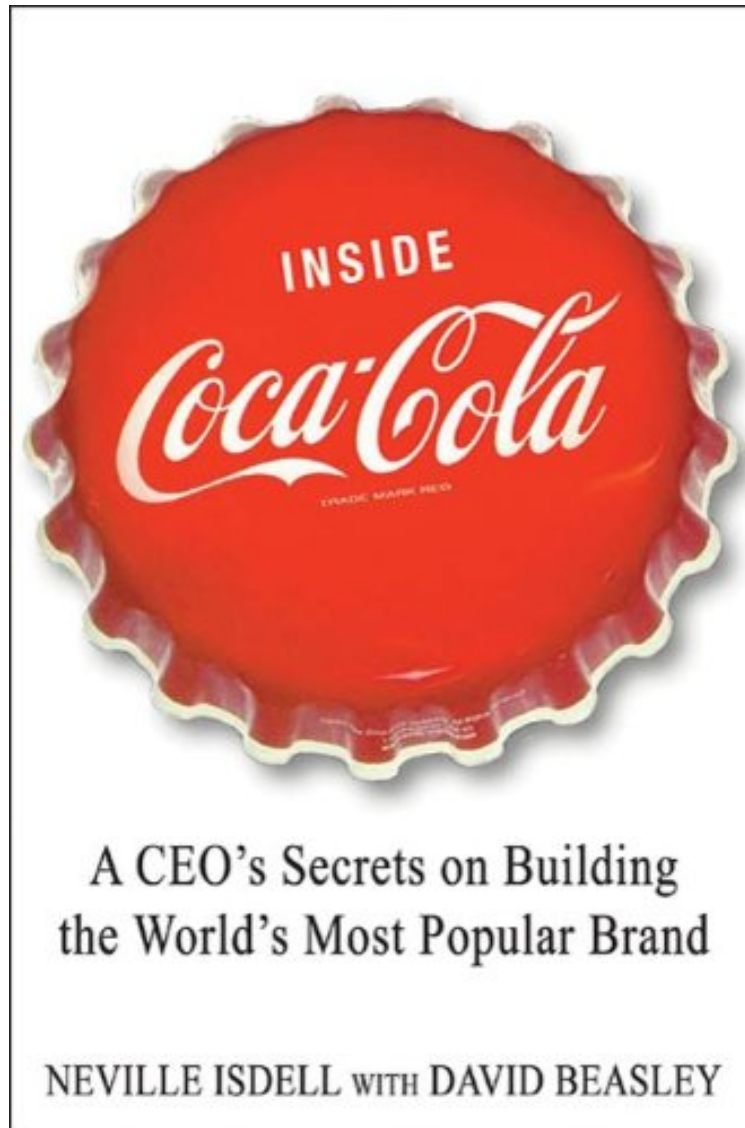


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## Inside Coca-Cola: A CEO's Life Story of Building the World's Most Popular Brand

*Neville Isdell, David Beasley*

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**Neville Isdell, David Beasley : Inside Coca-Cola: A CEO's Life Story of Building the World's Most Popular Brand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inside Coca-Cola: A CEO's Life Story of Building the World's Most Popular Brand:

0 of 0 people found the following review helpful. A great story about a very successful professional journey By David D. Cutting I started living in Atlanta in December 2010 after 10 years in Africa and 14 years in Asia as an international banker. The title of the book "Inside Coca-Cola: A CEO's life story of building the world's most popular

brand" really caught my interest while browsing in a book store. I am happy that I bought the book because I found it entertaining, informative and inspiring. Mr. Isdell could not have dreamed at the start of his career at Coca-Cola that he would end up running the company. I identified with much of what he said about the challenges of moving the family around the world but I also recall wonderful experiences of different cultures and environments. The final chapter is one of the best because of the important message about the critical need for the corporate world to continue to partner with the communities in which their wealth is made on social and environmental matters. This message is often lost in a misunderstanding of the word "responsible" on both sides. This was terrific story-telling and I am delighted that Mr. Isdell continues to enjoy my native Barbados. 0 of 0 people found the following review helpful. It dragged :(By bright spark this was very drawn out unlike other CEO books. I became bored. 1 of 1 people found the following review helpful. A current classic By Roland Garton Anyone would be skeptical of claims to have been the sole agent responsible for a corporate recovery, but Isdell is able to back up his statements. But that's not the main point of the book. Highly enjoyable and varied stories reinforce the importance of getting to know customers and establishing trust among individuals and companies. The greatest impact of the book might be Isdell's notion of corporate responsibility in establishing long-term, sustainable relationships--including relationships with the environment.

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide 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, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.