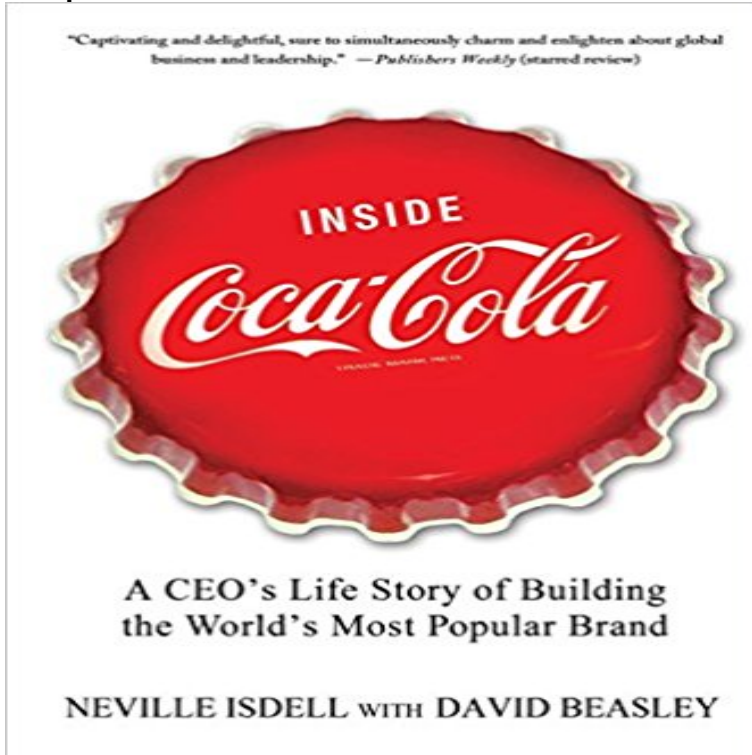


Inside Coca-Cola: A CEOs Life Story of Building the Worlds Most Popular Brand



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. Isdells and Cokes story 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. Its also a readable and important look at how companies can market and govern themselves more ethically and to great success.

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