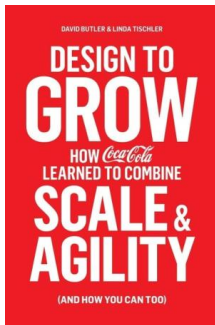Get Doc

DESIGN TO GROW : HOW COCA-COLA LEARNED TO COMBINE SCALE AND AGILITY (AND HOW YOU CAN, TOO)

Penguin Books Ltd (UK) Feb 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Tomorrow's business winners need two things: scale and agility. The answer to both is design. For over a century, The Coca-Cola Company has used design to scale its flagship brand to over 200 countries. And in recent years it has sustained that growth while becoming even more agile - something most established businesses struggle with. In Design to Grow, Coca-Cola's vice president of Innovation and Entrepreneurship David Butler...

Read PDF Design to Grow : How Coca-Cola Learned to Combine Scale and Agility (and How You Can, Too)

- Authored by David Butler
- Released at 2016

Filesize: 6.82 MB

Reviews

A really awesome ebook with perfect and lucid reasons. Indeed, it is engage in, still an amazing and interesting literature. I am just very easily could possibly get a satisfaction of reading a composed publication.
-- Petra Kuphal

Very useful to any or all group of men and women. It is writter in basic words instead of difficult to understand. I realized this ebook from my i and dad recommended this publication to understand.
-- Althea Fahey MD

This written ebook is excellent. It is amongst the most awesome ebook i have study. You will not truly feel monotony at whenever you want of the time (that's what catalogs are for regarding if you ask me).
-- Devante Langworth IV