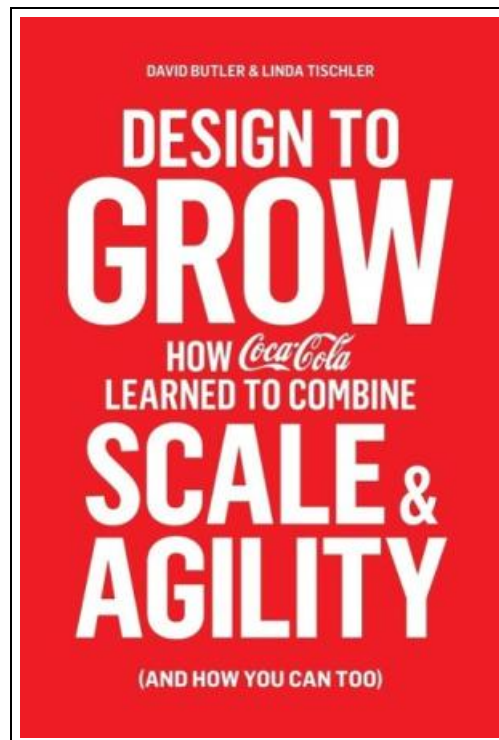


Design to Grow : How Coca-Cola Learned to Combine Scale and Agility (and How You Can, Too)



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(Jessy Collier)

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



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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 gives an unprecedented behind-the-scenes look at Coca-Cola's design-led strategy for growth. He shows how any business can use the same approach to get to the next level. Clear and actionable, this book is a must-read for leaders, creatives and entrepreneurs. 'A handy blueprint for how any company can use design to stay ahead of the competition' The Times 'Reading Design to Grow has caused me to think differently about my company. I am confident it will do the same for how you think about yours' Tim Brown, CEO of IDEO 256 pp. Englisch.



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