

## Online Library Reputation Management At Coca Cola And Beyond

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### **The Coca-Cola Company - Wikipedia**

, was called out of retirement to improve Coca-Cola's reputation; however, the company continued to face ethical crises. These problems aside, Coca-Cola's overall performance seemed to improve under Isdell's tenure. In 2008 Isdell relinquished the role of CEO to then-president and COO

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Muhtar Kent.

## **Reputation Management At Coca Cola**

According to The Coca-Cola Company's 2005 Annual Report, it had sold beverage products in more than 200 countries that year. The 2005 report further states that of the more than 50 billion beverage servings of all types consumed worldwide, daily, beverages bearing the trademarks owned by or licensed to Coca-Cola account for approximately \$1.5 billion.

## **The Coca-Cola Company Struggles with Ethical Crises**

The Coca-Cola Company (NYSE:KO) is not the most popular stock in this group but hedge fund interest is still above average. Our overall hedge fund sentiment score for KO is

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72.9.

### **Is Coca-Cola (KO) Stock A Buy or Sell? - Yahoo**

Except for Coca-Cola and Sprite, no other non-alcoholic beverage brand besides Pepsi has been recognized as being one of the top 100 most valuable brands in the world.

According to IRI data, which measured the most popular U.S. snack brands in the first half of 2017, 8 of the 10 most popular snack brands were owned by PepsiCo.

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