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Nota di contenuto	Contents ; Acknowledgements ; Corporate Identities and Successful Branding ; Bibliography ; Mars Inc.: More Than Candies and Cat Food ; History ; Forrest Mars the Man ; The Five Principles ; Corporate Structure of the Company ; Expansion Globally ; Future Prospects Bibliography The Bitter Sweet Chocolates of Sprungli-Lindt; Bibliography ; Kikkoman: Far Travelled Sauces ; Bibliography ; Who Loves McDonald's? ; Bibliography ; For God America and the Real Thing: The Coke Story ; The ""Good Ole"" Days ; Robert W. Woodruff ""The Boss"" Coke Nation Embodying Corporate Culture Criticism of Coca-Cola's Culture ; Turning to

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Sommario/riassunto

This interesting book covers the development of 19 prominent European, American and Asian companies from their humble origins to their current status as global operators. The case studies review the changes of their corporate structures and the successes and failures of their marketing and branding strategies. A wide range of business sectors is covered, including foodstuffs, drinks, retail, apparel, electronics, aviation, cars and entertainment. Of prime importance for corporate survival and growth in all sectors and countries is the crucial shift from owner-founder-run companies to consolid
