

Visual Identity Manual Coca Cola

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A Surgeon's Guide to Local Anaesthesia
International Marketing
The Quest for Identity
Anne Hellman, Marc Gobé, Joël Desgrippes Robert Crawford United Nations. Division of Narcotic Drugs Linus Tzu-Yen Tsai United States. Environmental Protection Agency. Office of Research and Development Matthew Steel Lloyd's Register Foundation Warren Keegan Stephen A. Saltzburg James A. Douglas Harvard Business School Publishing James A. Blackman Charles R. Swanson Jack B. Weinstein Pieter Eykhoff Cyril Ernest Corlette Masaaki Kotabe Klaus Schmidt

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this collection of essays delves into the coke brand to identify and decode its dna unlike other accounts these essays adopt a global approach to understand this global brand bringing together an international and interdisciplinary team of scholars decoding coca cola critically interrogates the coke brand as well its constituent parts by examining those who have been responsible for creating the images of coke as well as the audiences that have consumed them these essays offer a unique and revealing insight into the coke brand and asks whether coca cola is always has the same meaning looking into the core meaning values and emotions underpinning the coca cola brand it provides a unique insight into how global brands are created and positioned this critical examination of one of the world s most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing advertising and

communication its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields including history media studies communication studies and cultural studies

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