



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

By David Butler

SIMON SCHUSTER, 2015. Hardback. Condition: New. Language: English . Brand New Book. Expert advice from Coca-Cola s vice president of Innovation and Entrepreneurship: Learn how Coca-Cola uses design to grow its business by combining the advantages of scale with the agility to respond to fast-changing market conditions. In today s world, every company is at risk of having a Kodak Moment --watching its industry and the competitive advantages it has developed over years, even decades, vanish overnight. The reason? An inability to adapt quickly to new business realities. Established companies are at risk, but it s no easier being an agile startup, because most of those fail due to their inability to scale. Tomorrow s business winners--regardless of size or industry--will be the ones that know how to combine scale with agility. In Design to Grow, a Coca-Cola senior executive shares both the successes and failures of one of the world s largest companies as it learns to use design to be both agile and big. In this rare and unprecedented behind-the-scenes look, David Butler and senior Fast Company editor, Linda Tischler, use plain language and easy-to-understand case studies to show how this works at Coca-Cola--and how other companies can...



[READ ONLINE](#)  
[ 6.66 MB ]

### Reviews

*Good eBook and useful one. It is amongst the most remarkable ebook i actually have study. You can expect to like the way the article writer publish this pdf.*

*-- Prof. Armand Senger DVM*

*Absolutely essential go through book. It can be rally fascinating throgh studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).*

*-- Roberto Leannon*