



Coca-Cola's Marketing Strategy: An Analysis of Price, Product and Communication

Julia Anders

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Research paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, , language: English, abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol.

Coca-Cola has grown to one of the world's biggest and most successful companies.

Such a success could only be achieved by a strong and outstanding Marketing Management.

Coca-Cola connects with its audience and customers in a way that other companies don't do.

This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.

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Florinda Redfern:

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