**Video Title:** Coca-Cola Globalization Documentary

**Video URL:** <https://www.youtube.com/watch?v=9PWKur7VhGQ>

**Running Time/Source:** 9:54, Auburn University- Group #1 CADS 2000/YouTube

**Close Caption Available:** Yes

Coca-Cola is a U.S. multinational corporation that generates some 60% of its earnings overseas -a truly global corporation. Coca-Cola has adapted successfully to the globalization process. This video clip tries to explain the company’s globalization philosophy and how it has managed to take advantage of the changing global business environment.

Questions:

1. What is Coca-Cola’s global business philosophy?
2. What is Coca-Cola’s global sales strategy?
3. How does Coca-Cola adapt to global consumer tastes that can differ from one country to another?

1. How successful has Coca-Cola been in implementing its technological progress in countries globally?