

# Core value of coca- cola

Education, Sustainability



Core values and beliefs: Coca-Cola has the most valuable brand name in the world, and as one of the most visible companies worldwide. The culture of it is defined by the seven core values: leadership, the courage to shape a better future; passion, Committed in heart and mind; Leverage collective genius; integrity, be real; collaboration, diversity, as inclusive as our brands; quality, what we do, we do well; and accountability.

The central promise is to refresh the world in mind, body, and spirit, and inspire moments of optimism; to create value and make a difference in the world. As a global business, our ability to understand, embrace and operate in a multicultural world -- both in the marketplace and in the workplace is critical to our sustainability.

Their diversity workplace strategy includes programs to attract, retain, and develop diverse talent; provide support systems for groups with diverse backgrounds; and educate all associates so that we master the skills to achieve sustainable growth. Their diversity workplace strategy includes programs to attract, retain, and develop diverse talent; provide support systems for groups with diverse backgrounds; and educate all associates so that we master the skills to achieve sustainable growth.

Rules of behavior: The vision serves as the framework guide every aspect of the company business by describing what the employees need to accomplish in order to continue achieving sustainable, quality growth from the following five aspects: people, Be a great place to work where people are inspired to be the best they can be; portfolio, Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value; planet, be a responsible citizen that makes a difference by helping build and support sustainable communities; profit, Maximize long-term return to shareowners while being mindful of our overall responsibilities; and productivity, Be a highly effective, lean and fast-moving organization. In the world of international trade, products also carry cultural values and many of these products remain as commodities but others emerge as cultural icons.

How do certain products take on a special symbolic status and are idealized in a culture? The answer to this question is a rather complex one. It has to do with how cultural artifacts are embedded into the cultural space of the past. Language used: Coca Cola has been sold in more than two hundred countries under their local languages. But the official language of coca cola is English. In the language they have already used in the local language because that's another marketing strategy to appeal to the local customers.

Relationship with employees: Respecting human rights and protecting workplace rights is fundamental to its culture and imperative for a sustainable business. An essential ingredient in every one of the products is profound commitment to human rights and workplace rights. Its human rights statement is guided by the United Nations Declaration of Human Rights, the ILO declaration on fundamental principles and rights at work and related international covenants. Every worker has a fundamental right to a safe and healthy workplace.

Providing a safe and healthy working environment for all of our people is a core element of our Workplace Rights Policy and fundamental to the success of our business. In recent years, they have more clearly defined what we stand for with respect to human and workplace rights. They have also begun the complex work of ensuring that their entire business system and supply chain align with our policies. They expect their company, their bottling partners and their suppliers to avoid causing, or contributing to, adverse human rights impacts as a result of business actions and to address such impacts when they occur.

Important symbols and artifacts: The distinctive symbol is recognized the world over on Coca-Cola adverts, bottles and cans - but it has also undergone a few changes over the last century and a quarter. In the world of international trade, products also carry cultural values and many of these products remain as commodities but others emerge as cultural icons. How do certain products take on a special symbolic status and are idealized in a culture? The answer to this question is a rather complex one. It has to do with how cultural artifacts are embedded into the cultural space of the past.

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