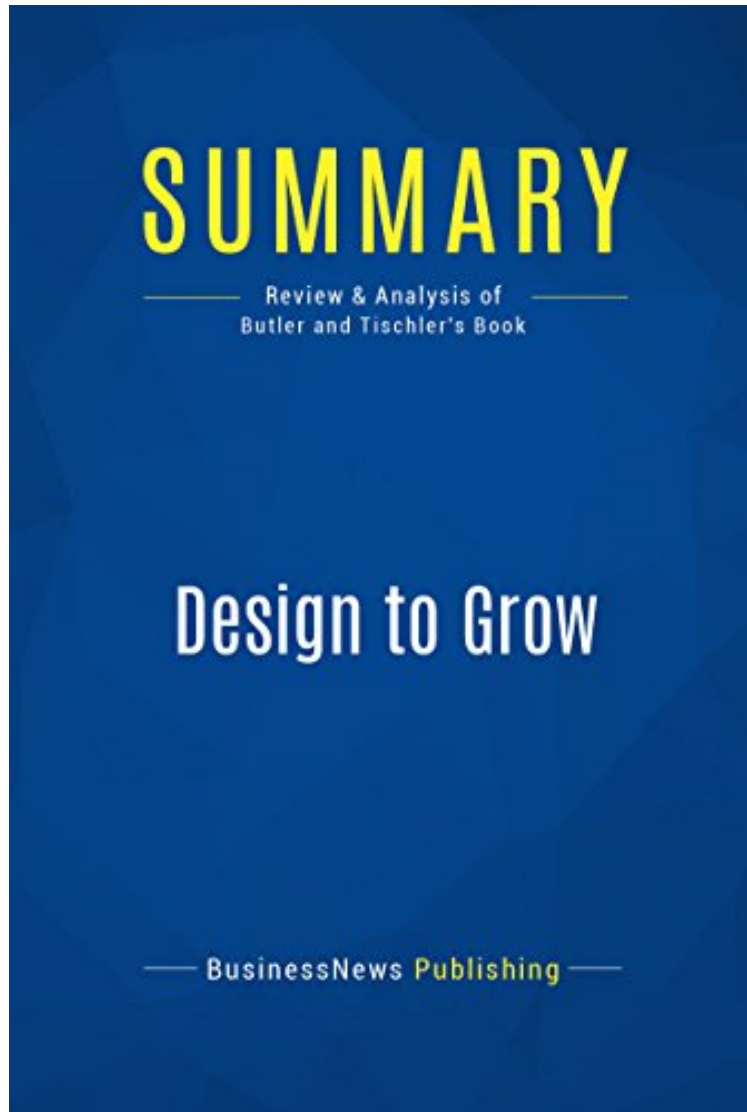


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The must-read summary of David Butler and Linda Tischler's book: "Design to Grow: How Coca-Cola Learned to

Combine Scale Agility (And How You Can Too)"This complete summary of the ideas from David Butler and Linda Tischler's book "Design to Grow" shows that scale and agility are essential components for a successful business, but many companies struggle to achieve both. Coca-Cola, however, has found the balance; the \$170 billion brand has managed to enter into 200 countries, but is also agile and able to adapt to changing market requirements. To do this, they focused on their design and used it strategically to solve any problems they ran into. This summary will explain how they did this and help you design your company for both scale and agility, leading to maximum success. Added-value of this summary: bull; Save time bull; Understand key conceptsbull; Increase your business knowledge To learn more, read "Design to Grow" and learn how to design your company for both scale and agility, enabling you to reach new levels of success.