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Organizational structure of the coca-cola company

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Richelieu Foods is a private-label company which may or may not own their brands, Use by small companies . The use of private-label products by

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Pharmaceutical companies do note that their taxes on profits As generic medicines cost a fraction of their brand name the price is set by the company,

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but can now boast in the region of 230 different brands (www.coca-cola companies in the world. Their Coca-Cola Vol. 4, 1-2, pp.9-15 The Coca-Cola Company,

The world's top 100 food & beverage companies

constantly nurturing their brands Many top executives at food and beverage companies agree that brand strength is the anchor that holds their company

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