

# who made diet coke

**who made diet coke** is a question that many soda enthusiasts and curious consumers often ask. Diet Coke is one of the most popular low-calorie soft drinks in the world, known for its distinctive taste and brand presence. This article explores the origins of Diet Coke, the company behind its invention, and the key figures who played a role in its creation. Understanding who made Diet Coke provides insight into the beverage industry's history, product development, and marketing strategies. Additionally, the article will delve into the evolution of Diet Coke, its formulation changes, and its impact on the diet soda market. Readers will gain a comprehensive overview of this iconic beverage and the pioneering efforts that brought it to shelves globally. Below is a detailed table of contents outlining the main sections covered in this article.

- The Origins of Diet Coke
- The Creator Behind Diet Coke
- Development and Launch of Diet Coke
- Evolution of Diet Coke Over Time
- Impact and Legacy of Diet Coke

## The Origins of Diet Coke

The story of Diet Coke begins in the early 1980s, a time when diet sodas were gaining popularity among health-conscious consumers. The Coca-Cola Company recognized the growing demand for low-calorie alternatives to traditional sugary sodas. Before Diet Coke, the company had already introduced Coca-Cola Light in certain markets, but it was not until 1982 that Diet Coke was officially launched in the United States. This new product was designed to appeal to consumers looking for a calorie-free option with the classic Coca-Cola flavor profile. The introduction of Diet Coke marked a significant milestone in the beverage industry, representing a strategic response to changing consumer preferences.

## The Rise of Diet Sodas

During the late 1970s and early 1980s, there was an increasing awareness of diet and health issues, leading to a surge in demand for diet beverages. Competitors like Pepsi had already introduced diet versions of their sodas, pushing Coca-Cola to innovate. The company's goal was to create a distinct

product that would not only compete effectively but also establish a unique identity in the diet soda market. Diet Coke was positioned as a standalone brand rather than just a variation of the original Coca-Cola, which helped it gain a strong foothold among diet-conscious consumers.

## **The Creator Behind Diet Coke**

Diet Coke was developed by The Coca-Cola Company, a multinational corporation headquartered in Atlanta, Georgia. The product's creation involved a dedicated team of beverage scientists, marketers, and executives who collaborated to formulate and introduce this new soda. While there is no single individual credited exclusively with "who made Diet Coke," the company's research and development division played a critical role in its creation. The leadership of Roberto Goizueta, who became CEO in 1980, was instrumental in pushing forward the launch of Diet Coke as part of his vision to expand Coca-Cola's product line.

## **The Role of Roberto Goizueta**

Roberto Goizueta is often recognized as a key figure in the history of Diet Coke due to his tenure as CEO during its development and launch. He guided The Coca-Cola Company through a period of significant growth and innovation. Under his leadership, Diet Coke was introduced to the market with an emphasis on branding and marketing that differentiated it from existing diet sodas. Goizueta's strategic initiatives helped position Diet Coke as a major player in the soft drink industry.

## **The Formulation Team**

The development of Diet Coke involved a team of food scientists and flavor experts who worked meticulously to create a formula that maintained the signature taste of Coca-Cola without the calories. This included selecting the right artificial sweeteners and balancing flavor components. The team's efforts ensured that Diet Coke appealed to consumers seeking both taste and a healthier option. The scientific innovation behind Diet Coke's formula contributed to its long-lasting success in the market.

## **Development and Launch of Diet Coke**

The development phase of Diet Coke focused on creating a product that would resonate with consumers looking for a diet-friendly soda. Extensive market research and taste testing were conducted before finalizing the formula. The Coca-Cola Company aimed to produce a beverage that was distinct from the original Coke and other diet sodas available at the time. Diet Coke was launched on July 8, 1982, initially in the United States, and it quickly

gained popularity due to its unique branding and flavor profile.

## **Marketing Strategy**

The marketing campaign for Diet Coke was innovative and targeted a broad audience, including women and health-conscious individuals. The brand was promoted through television commercials, print ads, and in-store promotions that emphasized its calorie-free benefits. The slogan “Just for the taste of it” became associated with Diet Coke, highlighting the product’s appeal beyond just being a diet soda. Strategic endorsements and partnerships also helped boost its visibility and consumer acceptance.

## **Initial Consumer Reception**

Upon its release, Diet Coke was met with enthusiasm from consumers who appreciated a flavorful diet soda option. It quickly became one of the top-selling diet beverages in the United States and expanded into international markets shortly afterward. The success of Diet Coke demonstrated the effectiveness of The Coca-Cola Company’s product development and marketing efforts. It also set the stage for future innovations in the diet soda category.

## **Evolution of Diet Coke Over Time**

Since its launch, Diet Coke has undergone numerous changes in formulation, packaging, and marketing to adapt to evolving consumer preferences and regulatory standards. The product has been reformulated several times to improve taste and incorporate new sweeteners as technology advanced. Packaging designs have also evolved to maintain brand relevance and appeal. Additionally, the company has introduced various flavors and limited editions to diversify the Diet Coke portfolio.

## **Changes in Sweeteners**

Originally, Diet Coke was sweetened primarily with aspartame, which was a novel artificial sweetener at the time. Over the years, The Coca-Cola Company has experimented with other sweeteners such as sucralose and acesulfame potassium to enhance flavor and address consumer concerns. These changes reflect ongoing efforts to optimize taste while maintaining the product’s zero-calorie status.

## **Flavor Variants and Innovations**

The brand has expanded beyond the classic Diet Coke formula by launching

various flavor variants, including cherry, lime, and caffeine-free options. These innovations cater to diverse consumer tastes and preferences, helping to sustain interest in the brand. Limited edition flavors and seasonal offerings also play a role in keeping Diet Coke relevant in a competitive beverage marketplace.

## **Impact and Legacy of Diet Coke**

Diet Coke's introduction significantly impacted the soft drink industry and the diet beverage market. It set new standards for branding, product development, and consumer targeting in the diet soda segment. The brand's success has influenced competitors and inspired the launch of numerous other diet and zero-calorie sodas. Diet Coke remains a flagship product for The Coca-Cola Company and continues to enjoy strong sales worldwide.

## **Market Influence**

Diet Coke's market presence has helped shape consumer expectations for diet beverages, emphasizing taste and brand identity. It has contributed to the normalization of diet sodas as mainstream options rather than niche products. The brand's ability to maintain relevance over four decades highlights its importance in beverage history.

## **Health and Cultural Significance**

While Diet Coke is often chosen for its low-calorie benefits, it has also been the subject of health debates regarding artificial sweeteners. Despite this, it remains culturally significant as a symbol of diet-conscious consumer choices. The brand's marketing and global reach have embedded it in popular culture, making it a recognizable and enduring product.

- Diet Coke was created by The Coca-Cola Company.
- Roberto Goizueta played a key leadership role during its launch.
- The product was introduced in 1982 as a calorie-free alternative to traditional Coke.
- It has undergone multiple reformulations and flavor expansions.
- Diet Coke has had a lasting impact on the diet soda market globally.

# Frequently Asked Questions

## Who invented Diet Coke?

Diet Coke was invented by The Coca-Cola Company and was first introduced in 1982.

## Which company is responsible for making Diet Coke?

Diet Coke is made by The Coca-Cola Company, a multinational beverage corporation.

## Why did The Coca-Cola Company create Diet Coke?

The Coca-Cola Company created Diet Coke to offer a low-calorie alternative to the original Coca-Cola, targeting health-conscious consumers.

## Who was behind the development of the Diet Coke formula?

The Diet Coke formula was developed by a team of researchers and product developers at The Coca-Cola Company.

## When was Diet Coke first launched by its makers?

Diet Coke was first launched by The Coca-Cola Company in 1982.

## Is Diet Coke made by the same company as regular Coca-Cola?

Yes, Diet Coke is produced by The Coca-Cola Company, the same company that makes regular Coca-Cola.

## Has The Coca-Cola Company always been the maker of Diet Coke?

Yes, since its introduction in 1982, Diet Coke has always been made by The Coca-Cola Company.

## Additional Resources

### 1. *The Story of Diet Coke: Origins and Innovations*

This book explores the history and development of Diet Coke, tracing its origins back to the Coca-Cola Company's efforts to create a low-calorie alternative to the classic soda. It delves into the scientific innovations and marketing strategies that made Diet Coke a household name. Readers will

gain insight into the challenges faced by the creators and the beverage industry's evolution.

## 2. *Coca-Cola and the Birth of Diet Soda*

Focusing on the broader context of diet sodas, this book highlights Coca-Cola's role in pioneering the sugar-free soda market. It provides a detailed account of the key figures and decisions behind the launch of Diet Coke in 1982. The narrative also examines consumer trends and the impact of diet sodas on health and culture.

## 3. *Behind the Label: The Makers of Diet Coke*

This biography-style book profiles the scientists, marketers, and executives responsible for creating and promoting Diet Coke. It offers personal stories and interviews that shed light on the collaborative effort behind the product's success. The book also discusses the innovation process within large corporations.

## 4. *The Coca-Cola Company: A Legacy of Taste and Innovation*

While covering the entire history of the Coca-Cola Company, this book dedicates a significant portion to the conception and rise of Diet Coke. It contextualizes Diet Coke within the company's broader portfolio and marketing strategy. The book also explores how Diet Coke influenced the beverage industry globally.

## 5. *Sweet Success: The Diet Coke Phenomenon*

This book investigates how Diet Coke became a cultural icon and a leader in the diet beverage market. It looks at advertising campaigns, demographic targeting, and the brand's adaptation over time. Readers will understand the social and economic factors that contributed to Diet Coke's popularity.

## 6. *The Science of Diet Cola: Chemistry and Health*

Focusing on the scientific aspects, this book explains the formulation of Diet Coke, including the artificial sweeteners used and their health implications. It discusses the research and testing phases that ensured the product's safety and appeal. The book also compares Diet Coke to other diet sodas in the market.

## 7. *Marketing Genius: How Diet Coke Captured the Market*

This book analyzes the marketing genius behind Diet Coke's success, exploring campaigns, branding, and consumer psychology. It details the strategies that differentiated Diet Coke from Diet Pepsi and other competitors. The book offers lessons on branding and product positioning in the beverage industry.

## 8. *A Sip of History: The Evolution of Coca-Cola Products*

Covering various Coca-Cola products, this book places Diet Coke within the timeline of the company's innovations. It provides a comprehensive look at how consumer preferences influenced product development. The book also touches on the global expansion of Coca-Cola's diet beverage line.

## 9. *From Formula to Fame: The Making of Diet Coke*

This book narrates the journey from the initial formula experiments to Diet

Coke's worldwide fame. It highlights the technical challenges and breakthroughs during the product's development. The book also reflects on the cultural significance and legacy of Diet Coke in modern society.

## Who Made Diet Coke

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**who made diet coke:** *Decoding Coca-Cola* Robert Crawford, Linda Brennan, Susie Khamis, 2020-12-07 This collection of essays delves into the Coke brand to identify and decode its DNA. Unlike other accounts, these essays adopt a global approach to understand this global brand. Bringing together an international and interdisciplinary team of scholars, *Decoding Coca-Cola* critically interrogates the Coke brand as well its constituent parts. By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them, these essays offer a unique and revealing insight into the Coke brand and asks whether Coca-Cola is always has the same meaning. Looking into the core meaning, values, and emotions underpinning the Coca-Cola brand, it provides a unique insight into how global brands are created and positioned. This critical examination of one of the world's most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing, advertising, and communication. Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields, including history, media studies, communication studies, and cultural studies.

**who made diet coke:** *The Real Coke, the Real Story* Thomas Oliver, 2013-10-09 "Examines why the set-in-its-ways Coca Cola Company tampered with a drink that had become an American institution—and blundered into one of the greatest marketing triumphs of all time."—New York On April 23, 1985, the top executives of the Coca-Cola Company held a press conference in New York City. News had leaked out that Coke, the king of soft drinks, would no longer be produced. In its place the Coca-Cola Company would offer a new drink with a new taste and would dare call it by the old name, Coca-Cola. The new Coke was launched—and the reaction of the American people was immediate and violent: three months of unrelenting protest against the loss of Coke. So fierce was the reaction across the country that it forced a response from the Coca-Cola Company. Stunned Coca-Cola executives stepped up to the microphone and publicly apologized to the American people. They announced that the company would reissue the original Coca-Cola formula under a new name, Coke Classic. *The Real Coke, the Real Story* is the behind-the-scenes account of what prompted Coca-Cola to change the taste of its flagship brand—and how consumers persuaded a corporate giant to bring back America's old friend.

**who made diet coke:** *50 Favs of the '60s '70s '80s* Fred John Del Bianco Jr, 2012-04 A look back at 150 (fifty from each decade) of the essential subjects from each of the exciting decades of change ... the 1960s, 1970s, and 1980s! *Fifty Favs* provides a detailed summary of the leading Pop Culture topics---the people, music, sports, movies, and events of those fabulous decades of Americana that many of us fondly remember. Available in paperback or electronic book. Please visit the author's website at [www.50favs.com](http://www.50favs.com)

**who made diet coke:** *The Power of Love* Clark Selby, 2015-06-23 *The Power of Love* tells the story of how love can give you the ability to do things you never thought you were ever capable of doing. Chance and Ann married at sixteen and had been married for almost fifty years when Ann

became paralyzed and Chance became her full-time caregiver. This story tells of the efforts to find a cure for her illness and the struggles to keep Ann alive and to endure to have some kind of life again. Chance learned to care for his paralyzed wife. He did everything that was required to take care of her even though he never thought he could do such things. Only the power of love could do that. Against all odds they were able to celebrate their fiftieth wedding anniversary. They continued going from doctor to doctor and hospital to hospital to find a way to keep Ann alive. Finally, they had success with Barnes Jewish Hospital and the doctors from Washington University in St. Louis. The doctors were able to stabilize Anns condition and stop her disease from progressing further. Although Ann continued to be paralyzed, they found they were able to have somewhat of a normal life together even with her requiring twenty-four-hour-a-day care and with no hope of her ever being able to regaining her ability to stand or walk. Then without any warning, Ann suffered a cerebral hemorrhage and passed away, leaving Chance alone and lost. Chance and Anns good friend, Susan OHara, had lost her husband over eighteen years before Ann passed away. After Susan lost her husband she went to college and earned her degree, graduating summa cum laude. Susan vowed never to date again or ever get married since she never wanted to go through the anguish of losing another love. This story tells how two people who never expected to find love again discovered how the power of love could let them love again and begin a new life together. Their story gives hope to everyone who has ever lost their loved one.

**who made diet coke: Behold the Man** Edisol Dotson, 2021-03-04 The first comprehensive study of how images of male beauty are projected onto society, Behold the Man: The Hype and Selling of Male Beauty in Media and Culture examines the role media and society play in creating the image of the idealized male. This book explores how these images are interpreted by all genders and sexual orientations in order to investigate the phenomenon's effect on the self-esteem of adolescent and adult males. Behold the Man provides you with research and examples that identify this problem from many angles to help you realize that being a man is more than merely possessing muscles and good looks. Discussing examples in which both attractive men and women are idealized as "the norm," Behold the Man argues that men are experiencing the same injustices as women--splashed on the covers of magazines and in advertisements, based on their sex appeal, sometimes to promote nothing more than their looks. Within Behold the Man, you'll find topics that relate to the reasons for and effects of male beauty standards, such as: aspects of male beauty, from Ancient Greek ideals to how it is visualized throughout history in art the vision of "the ideal male," along with sexual connotations, in advertisements for clothing, cologne, sunglasses, automobiles, and shaving products the emphasis of strong, well-built males and their bodies in movies, music videos, and literature how men alter their bodies by dieting and cosmetic surgery to achieve the look found in advertisements today's growing numbers of male eating disorders caused by the notion that only good-looking, muscular men are acceptable reasons behind the exploitation of the male body and the double standards for male beauty found within gay male communities how advertisers and authors faithfully follow the "bigger is better" theory--from pectoral and bicep muscles to penis size Recognizing how society has created and changed the appearance of the ideal male, this text explains to you the danger men of all ages face who feel they need to be physically handsome to be desirable. From Behold the Man, you'll learn about the real messages of advertising and media, the problems they cause, and that true self-worth cannot be measured by physical attributes.

**who made diet coke: Mirages of the Rub Al-Khali** George P. Matheos, 2005-10-13 Ritchie savored the excitement he was sensing in the darkness of the room. Not the excitement of adrenaline induced fear but the excitement of adrenaline pumped anxiety and anticipation. This was the promised feast that Abdullah had turned into a nightmare, that night, almost two months before. He had been an unkind host this Bedu-made-in America Abdullah. He had grievously injured his trusting guests, had been cunning in his deception, and merciless in his cruelty. Grievously he had erred and grievously he was going to pay for his sin. He could no longer be trusted, this raving mad dog of an Arab. He had made a mistake of major proportions in betraying the friendship of an American. In a series of murderous adventures, Glassier takes terrorism to the center of the Rub

al-Khali Desert. To his surprise, this area also known as the Empty Quarter is not only full of oil, but also of love, hatred, sex, drugs, and above all-mirages-the ultimate level playing field.

**who made diet coke:** *The Real Thing* Constance L. Hays, 2005 A definitive history of Coca-Cola, the world's best-known brand, by a New York Times reporter who has followed the company and who brings fresh insights to the world of Coke, telling a larger story about American business and culture.

**who made diet coke: Mergers, Acquisitions, and Other Restructuring Activities** Donald DePamphilis, 2015-07-28 Mergers, Acquisitions, and Other Restructuring Activities is unique in that it is the most current, comprehensive, and cutting-edge text on M&A and corporate restructuring available. It is current in that it includes many of the most up-to-date and notable deals (e.g., Facebook's takeover of WhatsApp, the Dell privatization, and Verizon's mega buyout of Vodafone's share of Verizon Wireless), precedent setting judicial decisions (e.g., efforts to overturn defenses at Airgas and Sotheby's), new regulations (e.g., expediting backend mergers), trends (e.g., increasing role of activist investors in takeovers), and new tactics (e.g., two-tiered poison pill) employed in M&As. Most integrative case studies are new for this edition and involve transactions that have been announced or completed since 2013. It is comprehensive in that nearly all aspects of M&As and corporate restructuring are explored. It is cutting edge in that conclusions and insights are anchored by the most recent academic research, with references to more than 200 empirical studies published in leading peer-reviewed journals just since 2012. And the substantially updated content is illustrated with numerous practical exhibits, case studies involving diverse transactions, easy-to-understand numerical examples, and hundreds of discussion questions and practice exercises. The highlights of the new edition are listed here: · New Chapters: Two new chapters: Chapter 9 and 14. Chapter 9 discusses the basics of applying financial modeling methods to firm valuation and assists the reader in understanding the power (and limitations) of models in analyzing real world situation. Chapter 14 illustrates how complex financial models often are used to support the deal structuring process during M&A negotiations. · New Cases: Ninety percent of the nearly forty case studies are new and involve transactions announced or completed during the last three years. These cases represent friendly, hostile, highly leveraged, and cross-border deals in ten different industries, involving public and private firms as well as firms experiencing financial distress. All end of chapter case studies begin with a Key Objectives section indicating what the student should learn from the case study and include discussion questions and solutions available in the online instructors' manual. · Latest Research: This edition focuses on the most recent and relevant academic studies, some of which contain surprising insights changing the way we view this subject matter. Recent research has significant implications for academicians, students, M&A practitioners, and government policy makers shedding new light on current developments and trends in the ever-changing mergers and acquisitions market. The market for corporate control and corporate restructuring strategies are constantly changing, reflecting the ongoing globalization of both product and capital markets, accelerating technological change, escalating industry consolidation, changing regulatory practices, and intensifying cross-border competition. While continuing to be relevant, empirical research covering the dynamics of the M&A markets of the 1970s, 1980s, and 1990s may be less germane in explaining current undercurrents and future trends.

**who made diet coke: Advanced Brand Management** Paul Temporal, 2011-09-15 Advanced Brand Management: Managing Brands in a Changing World (Second Edition) is a complete guide to managing the most valuable assets in the business world--brands. In this exciting second edition, Paul Temporal, a world-renowned brand expert, explains how to develop and manage sophisticated strategies that will ensure sustainable brand value. Dr. Temporal addresses issues such as: How to gain and use valuable consumer insights How to use emotion to secure brand success How to create a brand vision How to create a power brand strategy How to develop positioning strategies that bring outstanding results How to respond to brand architecture challenges What to consider in extending, revitalizing, repositioning, and deleting brands How to build a brand culture, engage

employees, and carry out internal branding How to create a total communications strategy How to address critical issues in brand management, and the role of speed, agility, and innovation How to structure brand guardianship and management How to track brand success More than 40 case studies, including both successful and unsuccessful international brand management initiatives, illustrate practical applications of the topics covered. New cases include: Google; Twitter; MySpace; Facebook; Zara; Opus; Chivas Regal; MTV; P&G; Coca-Cola; Absolut; Nike; LG; Apple; The Obama presidential campaign Plus more... This stimulating book also features a brand management toolkit--an invaluable collection of questions, exercises, and notes culled from Dr. Temporal's wealth of experience. The toolkit will provide you with your own personal consultancy checklists and support, helping to improve and secure your brand equity. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand in a particular industry or sector, *Advanced Brand Management* is an indispensable resource.

**who made diet coke:** *Lucky* Kris Bryant, 2020-06-16 Winning the lottery is the best thing that's ever happened to Serena Evans. Gone are the days of living paycheck to paycheck. On her own and fully funded, Serena's excited to open Pet Posh Inn. She can't imagine a more fulfilling dream than caring for and being surrounded by animals. Gabrielle Barnes can't understand why anyone would dump millions of dollars into a pet daycare, but if she wants to prove herself worthy of a partner position at Arnest & Max Architecture, she's going to have paste on a smile while designing the ridiculous waste of space. Serena's kindness and big heart draw Gabrielle in, but her stubbornness drives a wedge between them. As the design builds, so does their attraction. Was Serena's luck really about money, or is she about to get lucky in love?

**who made diet coke:** *Lead Us Into Temptation* James B. Twitchell, 1999 Twitchell challenges the self-help movement, the recycling craze, Yuppie Guilt, and Oprah to reveal the heart of consumerism and what it tells us about ourselves. 36 illustrations.

**who made diet coke:** *Leave Yesterday Behind* Leo Mark Bonaventura, 2010-06-01

**who made diet coke:** *Farmline* , 1983

**who made diet coke:** *The Innovation Killer* Cynthia BARTON RABE, 2006-07-17 Knowledge is good, preaches the inscription under the statue of college founder Emil Faber in the film *Animal House*. But as valid as that declamation may be at a university, in the corporate world what passes for knowledge can be a killer. Companies and teams rely on what we know and the way we do things here to speed decision making and maintain a sense of order. But progress demands change, risk taking, and occasionally, revolution. Processes must be overhauled, assumptions challenged, taboos broken. But how do you do it? Who among the group will take responsibility for a brand new initiative or unorthodox decision? Who will be willing to stand up and say, in essence, that the emperor has no clothes? As much as we laud the concept of thinking outside of the box, most of us think it's a lot safer to stay inside. It's time to call in a zero-gravity thinker who is not weighed down by the twin innovation killers -- GroupThink and its close cousin, ExpertThink. Such outsiders are in plentiful supply, whether from the department down the hall, the branch office, a consulting firm or even another company. Unburdened by all the nagging issues that plague even very effective groups, the outsider will know new ways around a problem, identify possibilities where none seemed to exist, and spot potential problems before they spin out of control. According to *The Innovation Killer*, the right zero gravity thinker will ideally possess the following traits: Psychological distance: the most important tool of the impartial observer, it enables him or her to maintain an open mind. Renaissance tendencies: a wide range of interests, experiences, and influences more readily inspires innovative approaches. Related expertise: strength in a relevant area may lead to intersection points at which solutions are often found. The book helps identify when and why you should call in a collaborator, where to find one, and how you and your team can start working with him or her. There are also strategies for turning yourself into a zero-gravity thinker when it's simply not practical to bring in a true outsider. Knowledge is good, except when it trumps real innovation. Whether your team is too focused on the forest or can't see past the trees, this book will help you add the perspective you need to make the great decisions that will move your company forward.

**who made diet coke: Perfect Weight Canada** Jordan S. Rubin, 2008

**who made diet coke: *The New Language of Marketing 2.0*** Sandy Carter, 2008-10-31

Marketing has entered a new era of rapid advance. Those unwilling to experiment with new combinations of traditional and internet marketing will be left behind. –Chris Trimble, Adjunct Associate Professor of Business Administration, Tuck School of Business at Dartmouth and Coauthor, *Ten Rules for Strategic Innovators: From Idea to Execution* “It’s no secret that business has been changing dramatically over the last decade. To succeed in this rapidly changing environment, businesses must adapt their marketing strategies accordingly–*The New Language of Marketing 2.0* provides practical, proven, and prescient tools to do exactly that.” –Dr. Steve Moxey, Research Fellow, High-Tech Marketing, Manchester Business School “Most U.S. marketers mistakenly think 'going global' is just a matter of translating your promotional materials into different languages and widening your media buys. Packed with real-life examples, this new book amply demonstrates that successful global marketing is actually all about local marketing. Learn how to give a local spin within each regional marketplace for global success.” –Anne Holland, Founder, MarketingSherpa Inc

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**who made diet coke: Re-Size America** Jordan Rubin, 2013-12-28 Re-Size Your LIFE! Look around. What do you see? American obesity is at an all-time high, even while eating disorders plague teenagers, and the stick-thin model is touted as the pinnacle of beauty. Does this seem right? New York Times best-selling author Jordan Rubin certainly doesn’t think so. His 16-week health plan isn’t about losing ten pounds to look like a picture in a magazine. It’s about finding the perfect weight for you. This may not be what you weigh right now. It may not be what your best friend weighs, or what your mother weighs. But somewhere inside you, there is a perfectly thin you just waiting to be revealed. Based on a landmark study conducted by Rubin in “one of the unhealthiest cities in America,” Re-Size America has been created as a program to help you achieve your perfect weight. With solid medical advice from Bernard Bulwer, MD, an advanced clinical fellow at one of the premier teaching hospitals at Harvard Medical School, this book contains the blueprint for re-sizing your life!

**who made diet coke: New Routes to Library Success** Elisabeth Doucett, 2015-04-13 Today's library leaders face a world in which the only constant is change. Seeking out innovative ways to meet the evolving needs of their communities has become a critical part of their responsibilities. In

this book, Doucett mines new territory in this ongoing effort by exploring how successful organizations outside the stacks conduct their business. She interviews leaders of advertising, online commerce, fundraising, retailing, crowdsourcing and other organizations (including Kickstarter, L.L. Bean, Down East Magazine and Tom's of Maine, among others), learning what they do exceptionally well. From this research she presents more than 100 examples of game-changing ideas ready for application in libraries. And most importantly, she articulates a simple process that readers can use to pursue the same path of exploration at their own institutions, including the actual questions used during her interviews. An exciting survey of creativity in action, Doucett's book will encourage public library directors, managers, trustees, and staff to cross-pollinate their own expertise with innovative ideas from outside the stacks.

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