

Center for Leadership & International Relations

Material Abstract Form

TITLE I'd like the World to Buy a Coke: The Life and Leadership of Robert Goizueta

CITATION Greising, David. *I'd Like the World to Buy a Coke: The Life and Leadership of Robert Goizueta*. New York, NY: John Wiley and Sons, Inc., 1998. Print.

CATEGORY

Servant Leadership **Nonfiction/Biographies** Classic Literature Multicultural Literature

RECOMMENDATION FOR PROGRAM

9th Grade: English World History Perspectives

10th Grade: English **World History** Communications

SUMMARY

The late Roberto Goizueta was one of the key leaders in making the Coca Cola Company the major international producer it is today. He has been called one of the most innovative and successful CEO's of our time. Yet little is known of this corporate maverick. This is his story. It discusses his early life in growing up in Cuba, his choice to study in the United States, and his decision to leave his family company for the chance to lead Coca Cola into greatness.

LEADERSHIP STYLES & THEMES

- Charismatic
- Transformational

LEADERSHIP & INTERNATIONAL RELATIONS APPLICATIONS

I'm not sure this book would work well as a whole for the Leadership program. It is extremely wordy and 100% facts about the subject. Some selections from the text, however, do a good job of explaining how Goizueta's hard work and persistence paid off, and how with a few innovative ideas, you can create huge change. Also the book makes good references to how cultural differences between leaders and followers can cause issues, and also how they can be worked through.

STUDENT INTEREST RATING

1 **2** 3 4 5 6 7 8 9 10

CONTEXT QUOTABLES

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“His unique gift as an executive was his ability to change his own formula, to quickly understand his mistakes, adapt, and ultimately triumph. (xvi)

“ ‘Management does not get paid to make the shareholders comfortable, we get paid to make the shareholders rich’... ‘We do not get paid to be right, we get paid to produce results.’ (138)

COMPLEMENTARY SELECTIONS

For God, Country, and Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It by Mark Pendergrast

The Real Thing: Truth and Power at the Coca-Cola Company by Constance L. Hayes

Roberto Crispulo Goizueta was born in Havana, Cuba, on November 18, 1931, into a wealthy family with ties to the country's sugar industry. He attended a Jesuit school in Havana and spent a year at a preparatory school in Connecticut before enrolling in 1949 at Yale University in New Haven, Connecticut.Â David Greising, *I'd Like the World to Buy a Coke: The Life and Leadership of Roberto Goizueta* (New York: John Wiley and Sons, 1998). Constance L. Hays, *The Real Thing: Truth and Power at the Coca-Cola Company* (New York: Random House, 2004). Cite This Article. Roberto Goizueta was the manager in Cuba when Castro took over and nationalized all private businesses. (That little fact is rarely mentioned in all the praises to the "worker's paradise".) It so happened that he memorized the entire range of equipment and capacity and was able to recite this back when it came time to compute how much Castro had looted.Â The book is about a man who would have liked the world to buy a coke. David's journalistic narrative makes the story extremely readable. It is interesting how he brings out minutiae of the cradle-to-grave of Goizueta's life-journey with Coke. Sprinkled with some management talk and significance of Goizueta's penchant for Economic Value Added, the book makes for an interesting read. Publication date 1998. Topics Goizueta, Roberto, 1931-1997., Coca-Cola Company., Chief executive officers -- United States -- Biography., Soft drink industry - - United States. PublisherWiley. Collectioninlibrary; printdisabled; internetarchivebooks; china. Digitizing sponsorChina-America Digital Academic Library (CADAL). ContributorInternet Archive. LanguageEnglish. Bookplateleaf0004. BoxidIA1112801. Boxid_2CH1148701.