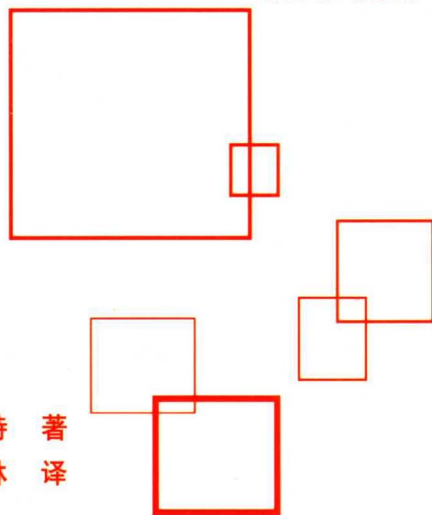


# 自我营销

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# 9步

卓越管理顾问的  
成功方法



[英] 罗伯特·吉恩特 著  
董永光 张晓林 译

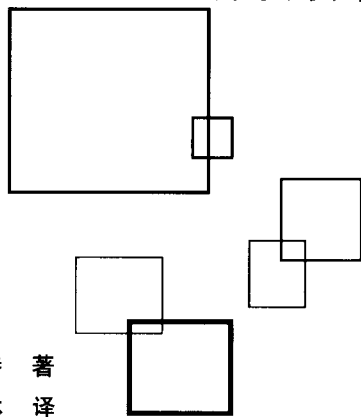
北京大学出版社

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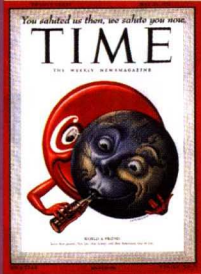
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看看这几页广告，应该能体会到“可口可乐无所不在”的魅力，当然也就应该明白本书中提到的方法。

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A large image showing a crushed aluminum can on the left and a full, upright Coca-Cola Classic can on the right. The full can is red with the white Coca-Cola script and "CLASSIC" written vertically. A small "ORIGINAL TASTE" logo is visible on the top right of the can.

**How We Turned Billions Of Roadside Wrecks Into Classics.**

We'd like to sincerely thank all the people at Coca-Cola for helping to make our twenty years in the aluminum can recycling business so successful.

Reynolds  
Aluminum  
Recycling Pays.

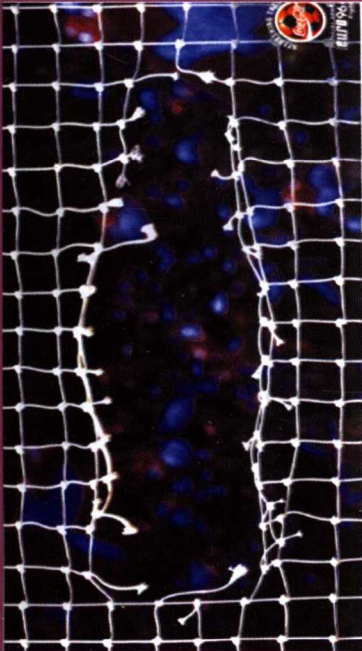


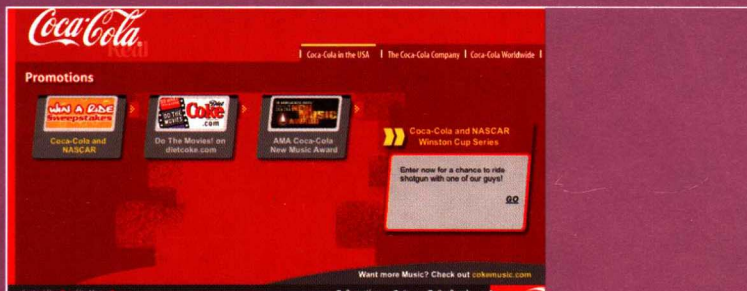
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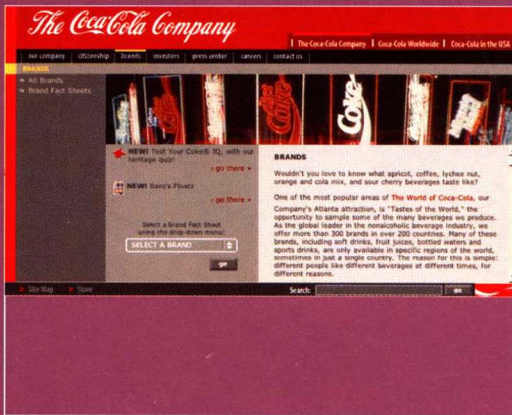
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**Shop NO REASON** on the web

**Shopの中身** ENTER  
のぞいてみよう!

- スペシャルライブラリー  
おしゃべりしながら、おしゃべりして楽しむ!
- グリーンティングカード  
新しい仲間入会。カードを返って感謝!
- オリジナルグッズ 販売  
おしゃべりしながら楽しむ! (予約受付)
- ミニゲーム  
シフトもアソビも、思い切り楽しむ! (予約)
- デイリーコンテンツ  
おしゃべりしながら、おしゃべりして楽しむ!
- 季節限定コンテンツ  
クリエイティブアワード  
おしゃべりしながら、おしゃべりして楽しむ!
- フォトギャラリー  
ハートにファン! (おしゃべり) ね、どんどんおしゃべり!

**NO REASON**

What's new  
最新情報  
03.07.15

**No Reason**  
Coca-Cola

**Enjoy SUMMER 2003/9/13 締切 2003**

<p><b>A</b> Shop NO REASON #1000 Coke can 1000枚 コース 1,000円 4,000ポイント</p>	<p><b>B</b> Shop NO REASON #1000 Coke can 1000枚 コース 2,000円 3,000ポイント</p>	<p><b>C</b> Shop NO REASON #1000 Coke can 1000枚 コース 5,000円 3,000ポイント</p>	<p><b>J</b> Shop NO REASON #1000 Coke can 1000枚 コース 10,000円 5,000ポイント</p>
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応募シールを集めてアタル!!  
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**WELCOME TO THE COCA-COLA COMPANY**

The Coca-Cola Company exists to benefit and refresh everyone it touches. Founded in 1886, our Company is the world's leading manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups, used to produce more than 300 beverage brands. Our corporate headquarters are in Atlanta, with local operations in over 200 countries around the world.

**The Coca-Cola Company**

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our brands  
Brand Fact Sheets

**COCA-COLA®**

**No. 1**  
Coca-Cola is the most popular and biggest-selling soft drink in history, as well as the best-known product in the world. Created in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a "refreshing beverage" by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was registered as a trademark in 1887 and by 1895 Coca-Cola was being sold in every state and territory in the United States. In 1899, the company began franchised bottling operations in the United States.

Today, you can find Coca-Cola in virtually every part of the world. The Coca-Cola Company has more than 300 beverages in its portfolio.

Share a brand fact sheet using the drop-down menu.

SELECT A BRAND

Site Map Home Search



**Coca-Cola**  
worldwide

The Coca-Cola Company refreshes people across the globe. Take a look at some of our websites around the world to discover how we are meeting the demands of local tastes and cultures with more than 300 brands in over 200 countries.

Use the Map >>

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Preview

Coca-Cola Africa

60

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**McKinsey & Company** is a management consulting firm advising the top management of leading companies and institutions on issues of strategy, organization, technology, and operations. [MORE ABOUT US >](#)

News and Ideas

**IMPROVING EUROPEAN COMPETITIVENESS**  
McKinsey Global Institute Perspective  
The simple story for European economies is that when innovation flourishes, productivity rises. Making that happen, however, isn't so simple. Many European countries need economic reforms that will encourage sectors to develop and adopt innovations. [Read more >](#)

**KOREAN INVESTORS SEEK BETTER GOVERNANCE**  
Report  
A new survey shows Korean investors see much room for improvement in the way company boards operate. [Go to Corporate Governance >](#)

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Improving European Competitiveness



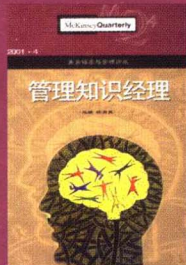
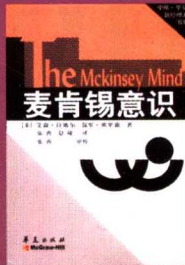
Quantitative data show Europe at the mercy of the eurozone's economic crisis, but the eurozone's economic crisis is not the only story. The simple story for European economies is that when innovation flourishes, productivity rises. Making that happen, however, isn't so simple. Many European countries need economic reforms that will encourage sectors to develop and adopt innovations.

The McKinsey Global Institute's (MGI) new report, *Improving European Competitiveness*, based on a survey of 100 European executives, shows that many European countries need economic reforms that will encourage sectors to develop and adopt innovations. The report also shows that many European countries need economic reforms that will encourage sectors to develop and adopt innovations.

This report includes a number of charts, tables, and graphs to help you understand the findings.

- Executive Summary**  
In the 1990s, the implementation of cost-cutting and restructuring programs led to a period of rapid growth in Europe. However, the implementation of these programs led to a period of slow growth in Europe. The implementation of these programs led to a period of slow growth in Europe.
- Introduction to the Report**  
The report is organized into three main sections: the first section discusses the current state of the European economy, the second section discusses the challenges facing the European economy, and the third section discusses the opportunities for the European economy.

**Executive Contact**  
Paul H. Johnson  
Director, MGI  
ECONOMICS  
ECONOMICS  
ECONOMICS  
ECONOMICS  
ECONOMICS



麦肯锡的经营战略早已被写进了书中，成为商业读物中的畅销品。

The BOSTON CONSULTING GROUP

CG



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About our Alumni

Meet some of the world's brightest people and find out how they work at BCG.

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Our People

At BCG, our people are our single most important asset. Beyond the balance sheet, we get great satisfaction from working together. We continue to recruit one another with varied backgrounds, unexpected interests, and remarkable lives.

The people you might work with at BCG are a critical factor in deciding whether you can see yourself here. Take some time to meet a few of those people face to face.

At BCG, we have made room for eclectic personalities and they have stamped our thinking and culture. Today, we are reaching beyond being eclectic to become diverse, as a matter of principle and a matter of business. Find out more about diversity at BCG.

**Diversity at BCG**

Read about our vision and initiatives.

**Face to Face with BCG**

Meet some of our people.



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BCG

No two paths to BCG are the same. And no two consultants are alike. But within each of us you'll find a common passion. For seeing beyond the obvious answers. For tackling complex challenges. And for making this a place where curiosity, imagination, and talent are as important as results. See for yourself!



Face to Face

The BOSTON CONSULTING GROUP

The BCG Experience

There's more to the BCG experience than meets the eye. See what consultants and associates have discovered about who BCG is.

BCG associates aren't just people who work for us. They're people who work with us. They're people who work for the people we work for. They're people who work for the people we work for. They're people who work for the people we work for.

Where you fit

What you'll do

What you'll learn

How you'll work

What it's like to work at BCG

What it's like to work at BCG

What it's like to work at BCG

What it's like to work at BCG

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Mission

BCG aims to help the world's best organizations make decisive engagements in their markets and performance by making breakthrough ideas for clients, in business, social, and industry or life.

We see the relevance of our work as a critical factor of insight, impact, and trust.

At BCG, we're committed to our clients, our people, and our business. We're committed to our clients, our people, and our business. We're committed to our clients, our people, and our business. We're committed to our clients, our people, and our business.

BCG applies to advance their goals with individuals as well as with organizations. We seek to engage interesting and imaginative people at our clients and in our staff, with unparalleled opportunities for professional and personal growth in the way we begin to forge lasting bonds with them.



波士顿咨询公司发明了著名的战略矩阵方法，使得其客户遍布全球。

The BOSTON CONSULTING GROUP

Impact

Our clients ask us to help them tackle their most pressing issues. Areas with limited answers and high levels of uncertainty. Those that are, ultimately, the success of an entire organization or lead to the creation of something entirely new. The complex, client problems that multiple angles, diverse talents they haven't previously considered, and investment plans they should make.

But we don't stop there. A strategy that is implemented is mostly a theory until we know that our clients identify the challenges we have developed together and engage in just them into practice. Often, we work alongside them to get the job done.

Use the slide navigation to examine some examples of the impact BCG helps create.

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Trust

At BCG, we recognize that relationships of trust are the seedbed of our future. We strive to form lasting bonds with our clients and our staff by consistently delivering on our commitments to them.

We have a strong record of establishing long-term collaborative relationships with clients. More than 90 percent retain our services year after year.

We are committed to the success of our clients—not only as institutions but also as individuals. We want the executives we work with to view their projects with BCG as defining moments in their careers.

We also know that our own people include not only BCG's present and future associates but also tomorrow's business leaders.

We foster an environment in which ideas count, not tenure. The firm's most junior members are encouraged—and expected—to stand up for the ideas they believe in.

Our people are urged to consider BCG a partner in their own professional and personal development. Whether they continue to grow with us or go on to other opportunities, we consider them lasting members of the BCG community.



The BOSTON CONSULTING GROUP

Insight

Before Bruce Henderson founded BCG in 1963, consulting firms focused largely on making operational improvements to their clients, government, or organizations. Henderson's challenge was to look beyond their immediate horizon to future opportunities. To provide direction for the future, he had to look far ahead and think about other ways to help his clients succeed. He had to think about the future, not just the present.

Although the field of strategy has matured since then, it is this same forward-looking insight that allows us to understand the dynamics of our business, our clients, and what drives our success.

We believe that our culture is the foundation of our competitive edge. It is this that gives us the ability to see beyond the obvious. We don't stop when we've identified the client's value proposition. We strive for breakthrough insights, based on an in-depth understanding of the business and the people in the business. For long-term, lasting performance.

Our best insights have been developed through the specific advice we've led by individual clients. Our the value together or not. We're committed to helping our clients succeed. Our the value together or not. We're committed to helping our clients succeed.



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THE POWER OF LEARNING  
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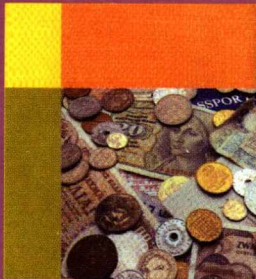
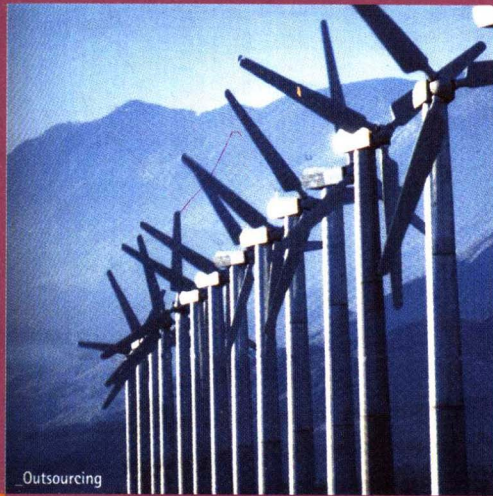
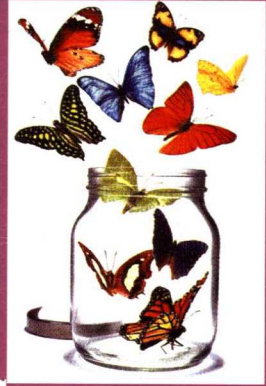
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- 大客户销售技巧高级训练班第八期 **正在报名** (2003年8月30日-31日, 深圳)
- 第一期“中国企业融资与海外上市”高峰论坛日程 (2003年7月23日-25日, 深圳, 已举办)
- 金牌销售成功经理人特训营 **正在报名** (2003年7月31日-8月1日, 深圳)

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## 公司服务范围

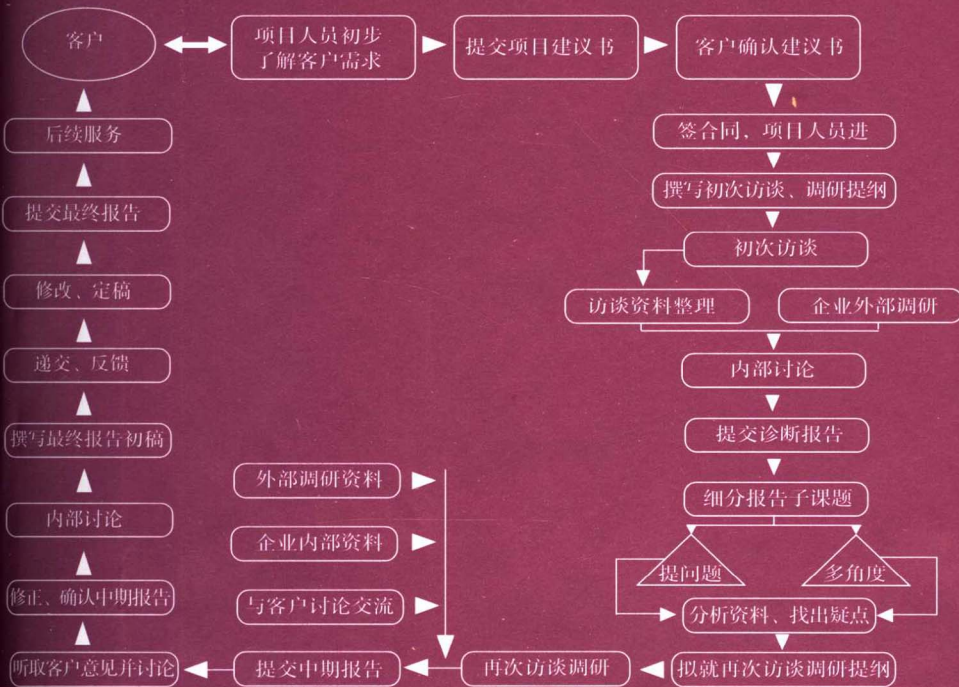
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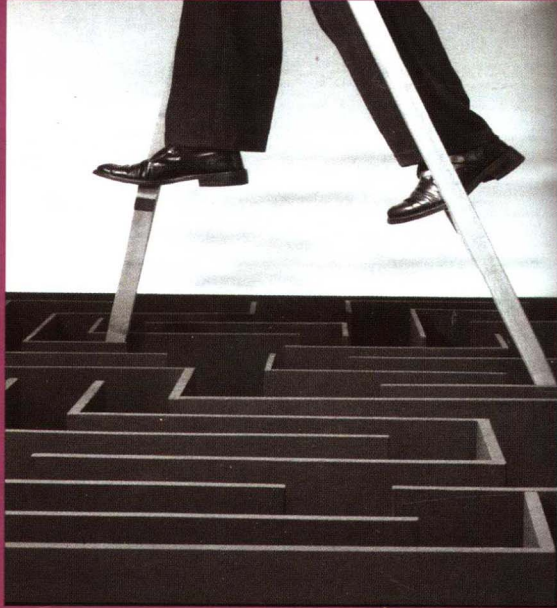
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- 房地产行业
- 外贸行业
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- 制药行业
- 汽车行业
- 家电行业
- IT行业
- 农药行业
- 文化产业
- 信息产业
- 机械行业
- 证券行业
- 军工产业
- 能源行业
- 食品行业
- 饲料行业
- 银行业
- 有色金属行业
- 商业零售业
- 连锁经营业

## 工作流程图

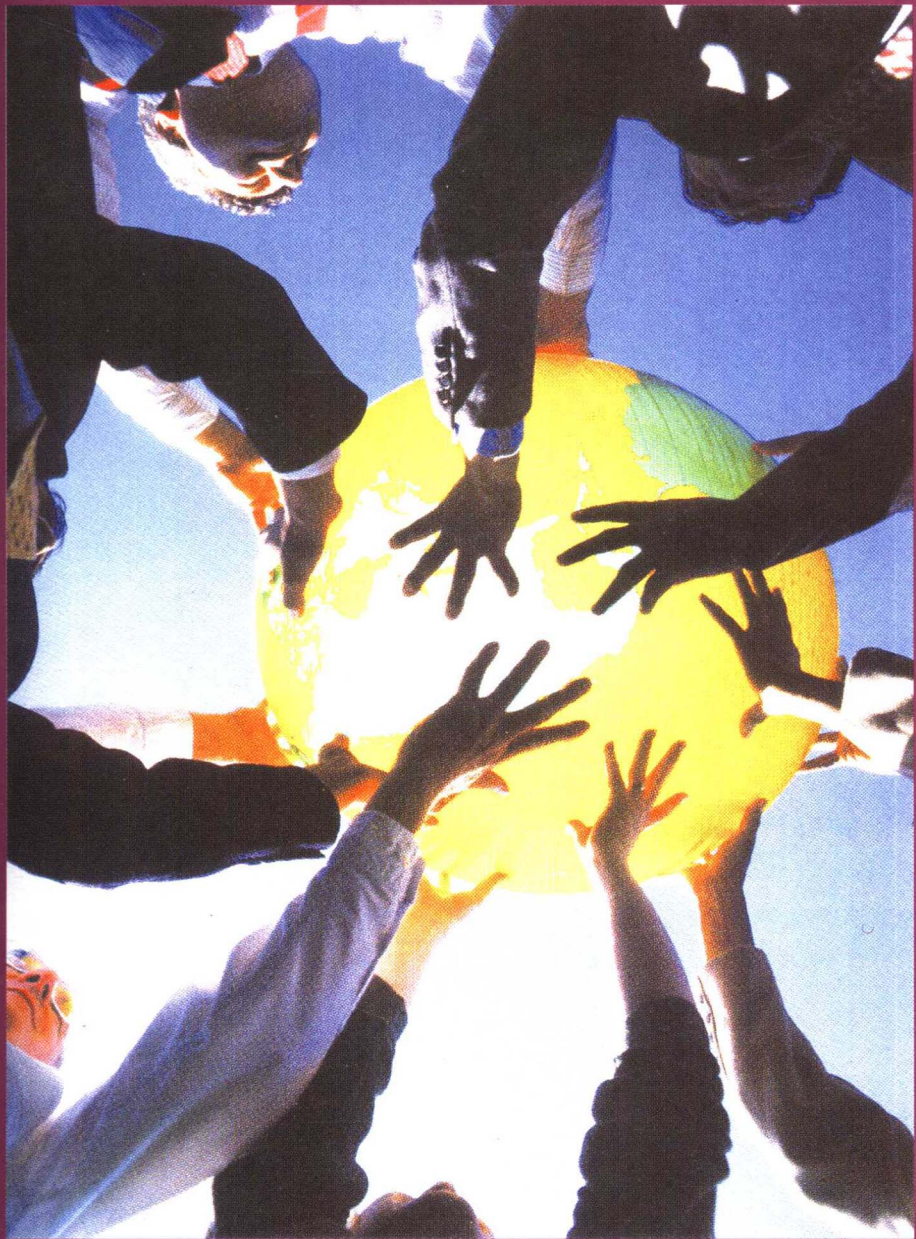


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