

Process in action

Coca-Cola – reputation damaged by delay

Update

Coca-Cola does not seem to have learned from experience. Even recently there have been bans for false health claims in the UK, see:

<http://www.guardian.co.uk/media/2009/oct/06/coca-cola-glaxo-ads-banned-asa>

Also following a campaign by what seen to be left wing extremists they were banned in New York University. Here again a failure to react quickly extended the ban unnecessarily. See: <http://ourlatinamerica.blogspot.com/2009/02/nyu-overturms-coca-cola-ban.html>

They have also been banned in Venezuela on health grounds, but this appears to be primarily without evidence and political, but it does demonstrate that a bad name is easily exploited. See: <http://www.just-drinks.com/article.aspx?id=97499>

As these links may not last, do a web search for 'Coca-Cola ban' for more up-to-date information.