1 In a narrative format, discuss the key facts and critical issues presented in the case.

2 In a globally competitive environment, why would Coca Cola engage in questionable conduct such as channel stuffing, falsifying marketing research, anti-trust issues or racial discrimination?

3 As one of world's most valuable brands, what impact has Coca-Cola's ongoing struggle with ethics issues had on it reputation?

4 As CEO of Coca Cola, outline a global initiative to manage your ethical risks and reputation.