

The Coca-Cola Company KO under Muhtar Kent

H	T	T	XX	3	2	2	XX	7
H	H	T		3	3	2		8
H	H	T		3	3	2		8
T	T	T		2	2	2		6
H	T	T		3	2	2		7
H	H	T		3	3	2		8

HEXAGRAM 04 - Meng - Youthful Folly

Above KEN KEEPING STILL, MOUNTAIN

Below K'AN THE ABYSMAL, WATER

In this hexagram we are reminded of youth and folly, in two different ways. The image of the upper trigram, Ken, is the mountain, that of the lower, K'an, is water; the spring rising at the foot of the mountain is the image of inexperienced youth. Keeping still is the attribute of the upper trigram; that of the lower is the abyss, danger. Stopping in perplexity on the brink of a dangerous abyss is a symbol of the folly of youth. However, the two trigrams also show the way of overcoming the follies of youth. Water is something that of necessity flows on. When the spring gushes forth, it does not know at first where it will go. But its steady flow fills up the deep place blocking its progress, and success is attained.

THE JUDGMENT

YOUTHFUL FOLLY has success.

It is not I who seek the young fool;

The young fool seeks me.

At the first oracle I inform him.

If he asks two or three times, it is importunity.

If he importunes, I give him no information.

Perseverance furthers.

In the time of youth, folly is not an evil. One may succeed in spite of it, provided one finds an experienced teacher and has the right attitude toward him. This means, first of all, that the youth himself must be conscious of his lack of experience and must seek out the teacher. Without this modesty and this interest there is no guarantee that he has the necessary receptivity, which should express itself in respectful acceptance of the teacher. This is the reason why the teacher must wait to be sought out instead of offering himself. Only thus can the instruction take place at the right time and in the right way.

A teacher's answer to the question of a pupil ought to be clear and definite like that expected from an oracle; thereupon it ought to be accepted as a key for resolution of doubts and a basis for decision. If mistrustful or unintelligent questioning is kept up, it serves only to annoy the teacher. He does well to ignore it in silence, just as the oracle gives one answer only and refuses to be tempted by questions implying doubt.

Given in addition a perseverance that never slackens until the points are mastered one by one, real success is sure to follow. Thus the hexagram counsels the teacher as well as the pupil.

THE IMAGE

A spring wells up at the foot of the mountain: The image of YOUTH.
Thus the superior man fosters his character
By thoroughness in all that he does.

A spring succeeds in flowing on and escapes stagnation by filling up all the hollow places in its path. In the same way character is developed by thoroughness that skips nothing but, like water, gradually and steadily fills up all gaps and so flows onward.

THE LINES

Six in the third place means:

Take not a maiden who
When she sees a man of bronze,
Loses possession of herself.

Nothing furthers.

A weak, inexperienced man, struggling to rise, easily loses his own individuality when he slavishly imitates a strong personality of higher station. He is like a girl throwing herself away when she meets a strong man. Such a servile approach should not be encouraged, because it is bad both for the youth and the teacher. A girl owes it to her dignity to wait until she is wooed. In both cases it is undignified to offer oneself, and no good comes of accepting such an offer.

1. ("Fool" and "folly" as used in this hexagram should be understood to mean the immaturity of youth and its consequent lack of wisdom, rather than mere stupidity. Parsifal is known as the "pure fool" not because he was dull-witted but because he was inexperienced.)

HEXAGRAM 18 – Ku - Work on What Has Been Spoiled (Decay)

Above KEN KEEPING STILL, MOUNTAIN

Below SUN THE GENTLE, WIND

The Chinese character Ku represents a bowl in whose contents worms are breeding. This means decay. It has come about because the gentle indifference of the lower trigram has come together with the rigid inertia of the upper, and the result is stagnation. Since this implies guilt, the conditions embody a demand for removal of the cause. Hence the meaning of the hexagram is not simply "what has been spoiled" but "work on what has been spoiled."

THE JUDGMENT

WORK ON WHAT HAS BEEN SPOILED

Has supreme success.

It furthers one to cross the great water.

Before the starting point, three days.

After the starting point, three days.

What has been spoiled through man's fault can be made good again through man's work. It is not immutable fate, as, in the time of STANDSTILL, that has caused the state of corruption, but rather the abuse of human freedom. Work toward improving conditions promises well, because it accords with the possibilities of the time. We must not recoil from work and danger - symbolized by crossing of the great water - but must take hold energetically. Success depends, however, on proper deliberation. This is expressed by the lines, "Before the starting point, three days. After the starting point, three days." We must first know the causes of corruption before we can do away with them; hence it is necessary to be cautious during the time before the start. Then we must see to it that the new way is safely entered upon, so that a relapse may be avoided; therefore we must pay attention to the time after the start. Decisiveness and energy must take the place of the inertia and indifference that have led to decay, in order that the ending may be followed by a new beginning.

THE IMAGE

The wind blows low on the mountain: The image Of DECAY.

Thus the superior man stirs up the people
And strengthens their spirit.

When the wind blows low on the mountain, it is thrown back and spoils the vegetation. This contains a challenge to improvement. It is the same with debasing attitudes and fashions; they corrupt human society. To do away with this corruption, the superior man must regenerate society. His methods likewise must be derived from the two trigrams, but in such a way that their effects unfold in orderly sequence. The superior man must first remove stagnation by stirring up public opinion, as the wind stirs

everything, and must then strengthen and tranquilize the character of the people, as the mountain gives tranquility and nourishment to all that grows in its vicinity.

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Details

Index Membership: Dow Jones Composite

Dow Industrials

S&P 100

S&P 500

S&P 1500 Super Comp

Sector: Consumer Goods

Industry: Beverages - Soft Drinks

Full Time Employees: 92,800

Mr. Muhtar Kent , 58 Chairman, Chief Exec. Officer, Chairman of Exec. Committee and Chairman of North America Bus. Integration Team Steering Committee

BACKGROUND*

Muhtar Kent has been the President of The Coca-Cola Company since December 2006 and has been its Chief Executive Officer since July 2008. Mr. Kent served as an Executive Vice President of Coca-Cola Co. since February 16, 2006 and served as its Chief Operating Officer of North Asia Eurasia & Middle East Group since May 2005. He served as the Chief Operating Officer of The Coca-Cola Company since December 2006. He served as the President of Coca-Cola International organization since January 2006, where he was responsible for Coca-Cola operations outside of North America. He served as President of North Asia Eurasia & Middle East Group of Coca-Cola Co., from May 2005 to 2006, where he was responsible for its operations across a broad and diverse geographic region that included China, Japan and Russia. He rejoined The Coca-Cola Company in May 2005. He joined Coca-Cola Company in Atlanta in 1978 and held a variety of marketing and operations roles throughout his career. He served as the President and Chief Executive Officer of Efes Beverage Group from 1999 to May 2005. He served as the President of Coca-Cola Co's East Central Europe Division and Senior Vice President of Coca-Cola International, with responsibility for 23 countries from 1989 to 1995. He served as a Managing Director of Coca-Cola Amatil-Europe, covering bottling operations in 12 countries from 1995 to 1998 and served as a General Manager of Coca-Cola Turkey and Central Asia since 1985. He has been the Chairman of The Coca-Cola Company since April 23, 2009. He serves as the Chairman of US-China Business Council and served as its Vice Chairman. He serves as a Director of Catalyst, Inc. Mr. Kent has been a Director of The Coca-Cola Company since April 16, 2008. He serves as a Director of Special Olympics, Inc. He has been a Director of Ronald McDonald House Charities, Inc. since September 2008. He has been a Member of Board of Trustees at Center for Strategic and International Studies since October 2008. Mr. Kent served as a Board Member of Coca-Cola Icecek. He serves as a Trustee at Emory University. Mr. Kent holds Bachelor of Science in Economics from Hull University, England and Master of Science in Administrative Sciences from London City University.

Business Summary

The Coca-Cola Company manufactures, distributes, and markets nonalcoholic beverage concentrates and syrups worldwide. It principally offers sparkling and still beverages. The company's sparkling beverages include nonalcoholic ready-to-drink beverages with carbonation, such as energy drinks, and carbonated waters and flavored waters. Its still beverages consist of nonalcoholic beverages without carbonation, including noncarbonated waters, flavored waters and enhanced waters, noncarbonated energy drinks, juices and juice drinks, ready-to-drink teas and coffees, and sports drinks. The Coca-Cola Company also offers fountain syrups, syrups, and concentrates, such as flavoring ingredients and sweeteners. It markets its nonalcoholic beverages primarily under the Coca-Cola, Diet Coke, Fanta, and Sprite names. The company sells its finished beverage products primarily to distributors, and beverage concentrates and syrups to bottling and canning operators, distributors, fountain wholesalers, and fountain retailers. The Coca-Cola Company was founded in 1886 and is headquartered in Atlanta, Georgia.