



# Strategic Initiatives Adopted By The Coca Cola Company

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[YES] Can be sold

[YES] Can be used for personal use

[YES] Can be packaged with other products

[YES] Can modify/change the sales letter

[YES] Can modify/change the main product

[YES] Can modify/change the graphics and ecover

[YES] Can be added into paid membership websites

[YES] Can put your name on the sales letter

[YES] Can be offered as a bonus

[YES] Can be used to build a list

[YES] Can print/publish offline

[YES] Can convey and sell Personal Use Rights

[YES] Can convey and sell Resale Rights

[YES] Can convey and sell Master Resale Rights

[YES] Can be given away for free

[YES] Can be added to free membership websites

[YES] Can convey and sell Private Label Rights



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