

## THE 1999 COCA-COLA SCARE IN EUROPE CONTINUED

**3. Continuous nature of intercultural communication.** In this case, communication can continue only because of the distances between Coca-Cola and the European nations, described in the article. In capturing the interactions that took place during the summer of 1999, the article tries to stop the (analogic) flow of communication and present it as a (digital) snapshot.

Coca-Cola, of course, failed to perceive the distances between the countries and draw the distinctions in various continua that formed the intercultural space. As a result, the company had to drop its "one market, one strategy" approach and vow to pay more attention to cultural differences in order to connect with various communities around the world. To its credit, Coca-Cola chose to expand its intercultural horizons. In order to maintain its continuity as one of the leading American companies, Coca-Cola had to change. Appointing a new CEO with extensive intercultural expertise was one of the first steps in that direction.

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