



PEPSICO



CONNECTEDNESS

- Turn “transactions” to sustained relationships
- From “outsides” to members of the culture
- Driven by sense of purpose

OPEN-NESS

- From one-way conversations to DIALOGUE
- From “amplify & repeat” to engage in meaningful experience

Enabled by transparency





PEPSICO



Tropicana



3 Simple Ingredients

Lay's® Classic Potato Chips are made with these three simple ingredients and that's it. After all, Happiness is Simple™.

Grade A Potatoes

It all starts with the highest quality potatoes, which we harvest from over 80 farms across America to make Lay's® Potato Chips.

All Natural Oil

Lay's® Classic Potato Chips are cooked in healthier oils like sunflower and corn oil, which contain 0g trans fat and are lower in saturated fats.

A Dash of Salt

A 1 ounce bag of Lay's® Classic Potato Chips contains less than 1/12th of a teaspoon of salt. In fact, there's more salt in one slice of bread than there is in a serving of Lay's® Classic Chips.





FIGHT FOR YOUR DEW AT DEWMOCRACY.COM

3 FLAVORS ENTER

1 DEW STAYS!

THE POWER IS IN YOUR HANDS



Mt Dew
TYPHOON
PUNCH OF TROPICAL DEW

VS.



Mt Dew
DISTORTION
LINE-BLASTED DEW

VS.



Mt Dew
WHITE OUT
SMOOTH CITRUS DEW



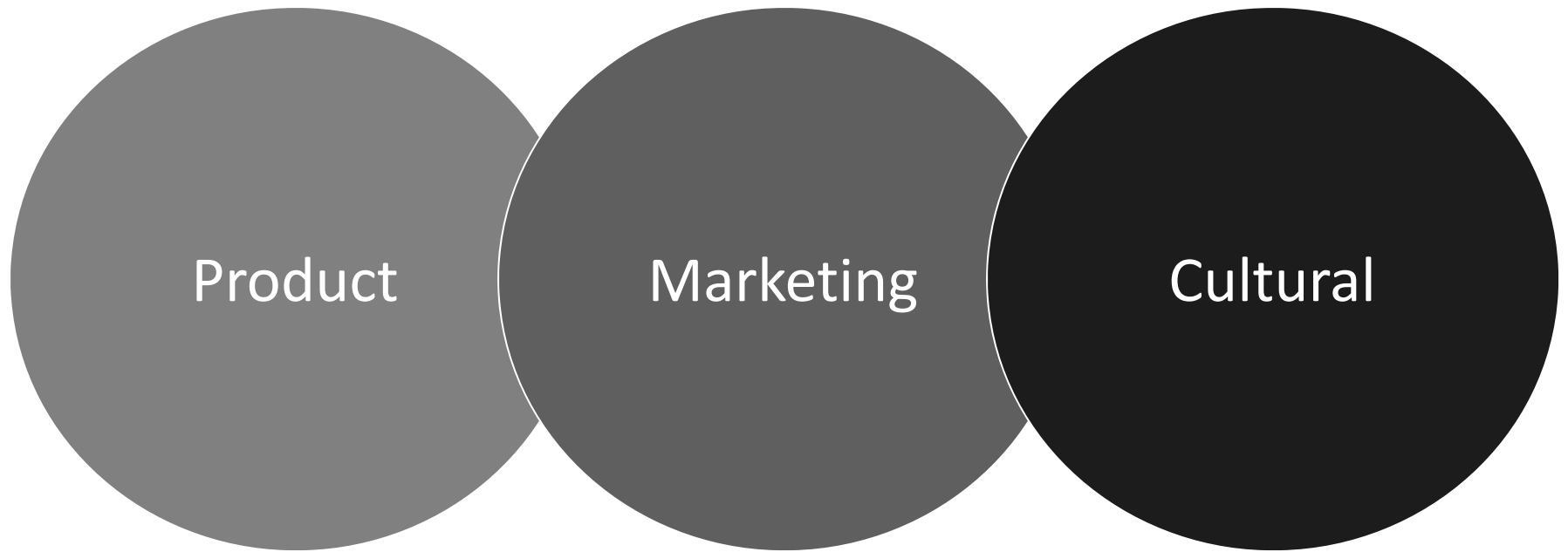
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BUILT BY DEW FANS FOR DEW FANS
VOTING ENDS JUNE 14, 2010

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Zappos!
com
POWERED *by* SERVICE™

TRANSPARENCY



Question: What's appropriate degree of transparency?



DECEMBER 13, 2010

Health Checkup:
The robot will
see you now

The Deficit:
Carving the
sacred cows

Basketball:
UConn's tough-
love coach

Movies:
Flicks for
St. Nick's

TIME

Do You Want to Know a Secret?

Why WikiLeaks'
Julian Assange has
so many of them

BY MASSIMO CALABRESE

And why it hasn't
hurt America

BY FAREED ZAKARIA



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Google, Apple, GE, Nintendo **THE 2007 WIRED 40**

WIRED

Why Exposing Yourself Is The Future of Business

Local and Global | April 2007

Local and Global | April 2007



...Rule the World
Get Naked and...

EXCLUSIVE REPORT
ROBERT RODRIGUEZ + QUENTIN TARANTINO

INSIDE REPORT
ALBERT EINSTEIN'S CREATIVE GENIUS

LAST THING
WORST PRACTICES FROM THE OFFICE

Apple, Amazon, and the other companies that are changing the way we live.



...**Rule the World**
Smart companies are sharing secrets with rivals, blogging about products in their pipeline, even admitting to their failures. The name of this new game is **RADICAL TRANSPARENCY**, and it's sweeping boardrooms across the nation. Even those *Office* drones at Dunder Mifflin get it. So strip down and learn how to have it all by baring it all.



**here
now!**

new

**with
doubled
honesty,
integrity, and
transparency**



**CORPORATE
TRANSPARENCY.**

FINANCIAL REVIEW

THE DAILY HABIT OF SUCCESSFUL PEOPLE.



PEPSICO

