a.The Mission Statement of Coca-Cola is good because it complies with the certain 5 criteria specified in Section 1 of this paper. Firstly, the specified mission statement reflects the purpose of the organization in full in terms of mirroring the key objectives presented in the role of the crucial factors for organizational effectiveness. Secondly, the mission statement of the company is culture-specific as it is oriented on the global cultural unity in diversity of different nations. On this account, the overall organizational business strategy has to be effectively operationalized, institutionalized and controlled for the more applicable modes of implementation incorporated in the canvas of the firm (Ref-s514154). Thirdly, Coca-Cola’s mission statement is clearly aligned with the changes and challenges in response to efficient corporate planning and top strategic decisions. Fourthly, the mission statement of Coca-Cola is in the row of the successful planning of the product differentiation modes, so the organization is strong enough to overcome barriers in reaching effective solutions for the operational planning. Fifthly, the mission statement of Coca-Cola is strong enough to reflect the features and qualities of successful products and services included in the product lines of the company, so they are in the flow of the achievements of the human capital.