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January 05th 2016: The Costa Report Interviews John Sculley

Every year we choose one interview that changed the way we think. In 2015 that interview was with none other than former CEO of Pepsi and Apple Computer, John Sculley. Join us as we re-visit the topic of innovation in America with business icon, John Sculley

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Featured Guest



John Sculley

John Sculley a businessman, entrepreneur, and investor in high-tech startups. He is best known for his positions as CEO of Pepsi-Cola and Apple, as well as his expertise in disruptive marketing strategies. In 1995, he teamed with siblings Arthur and David to form the venture capitalist firm Sculley Brothers LLC. Sculley uses his business past experiences to act as a mentor for others through his online video series, How to Build a Successful Business, and his book, Moonshot! Game Changing Strategies to Build a Billion Dollar Business.

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