

A portrait of Koki Ando, CEO of Nissin Foods Holdings Co., Ltd. He is a middle-aged man with glasses, wearing a dark pinstriped suit, a white shirt, and a patterned tie. He has his arms crossed and is wearing a watch on his left wrist. The background is dark and out of focus.

Mission: Destroy Cup Noodle!

How a Second-Generation President Maddens
the Founder with His Marketing Style

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Koki Ando
CEO Nissin Foods Holdings Co., Ltd.

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