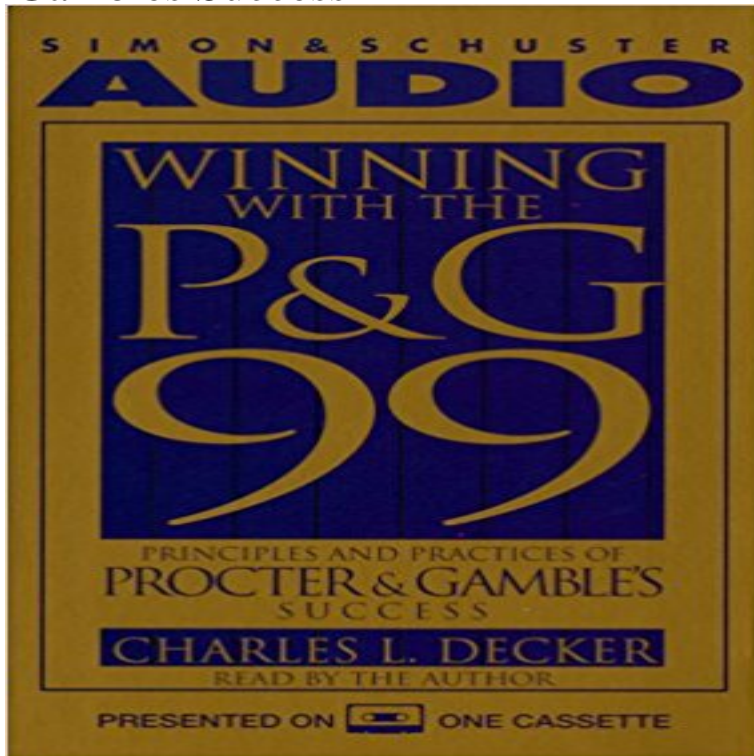


WINNING WITH THE P&G 99: Principles and Practices of Procter & Gambles Success



Instantly recognizable as the company behind such familiar products as Ivory soap, Tide detergent and Crest toothpaste, Procter & Gamble is admired as one of the worlds best managed companies. Marketing training at P&G rivals that of an MBA degree, and Harvard Business School teaches P&Gs brand-management system. Now, a former P&G marketing executive identifies ninety-nine practices and principles that fuel this \$35 billion powerhouse -- strategies for success in business and in life. Here are the beliefs (A brand cant stand still), the code of business conduct (Do the right thing) and the rules of engagement for television advertising (Show the package in the first eight seconds) that are at the heart of this marketing giant. Here are anecdotes of a corporate culture where winning is the goal, risk avoidance the criterion, and the airtight memo the basis for action. Accessible and engaging, Winning with the P&G 99 offers the time-tested strategies that have kept P&G on top -- practical insights for anyone managing a business, a career, or striving for a personal best.

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