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*Davis Dale, Frederick Dalzell, Rowena Olegario*

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This work features the history of brand innovation at Procter & Gamble, one of the most successful consumer goods companies in the world. A fascinating history of household brands from Ivory to Crest, and Pringles to Cascade, this book unlocks the secrets of longtime success of dozens of superstar brands that we've grown accustomed to choosing for decades. It offers practical advice. Case study sections offer lessons in: business reinvention, building new markets and capabilities, leadership transformation, brand excellence, and general management.

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