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*By (author) Frederick Dalzell, By (author) Rowena Olegario By (author) Davis Dyer*

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Features the history of brand innovation at Procter & Gamble, one of the most successful consumer goods companies in the world. This book presents the secrets of longtime success of dozens of superstar brands. Case study sections in it offer lessons in: business reinvention, building new markets and capabilities, brand excellence, and more.

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