

Rising Tide



*Lessons from
165 Years of
Brand Building at
Procter & Gamble*

P&G



Davis Dyer • Frederick Dalzell • Rowena Olegario

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Rising Tide Lessons From 165 Years Of Brand Building At Procter And Gamble

Lawrence A. Cunningham



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Rising Tide Davis Dyer, Frederick Dalzell, Rowena Olegario, Dr. Rowena Olegario, Senior Research Fellow Rowena Olegario, 2004 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 **Renewing Unilever** Geoffrey Jones, 2005-08-25 Unilever is one of the world's largest suppliers of fast moving consumer goods in foods home and personal care It operates in over 100 countries Its scope and scale make it a unique global corporation Yet the story of Unilever is not simply a tale of corporate evolution Unilever is a corporation that has a big impact on the lives of people round the world Indeed a Unilever brand can be found in one in every two households worldwide Geoffrey Jones a leading business historian from the Harvard Business School takes us inside this corporation which from its origins in Britain and the Netherlands has become a worldwide manufacturer of fast moving consumer products Unilever's operations cover food and home and personal care and its brands include Lipton Hellmann's Birds Eye Wall's Surf Domestos Comfort Dove Sunsilk Pond's Signal Axe and Ben Jerry's In particular the book focuses on the evolution of the company over the last half century Managing such a firm in the era of globalization posed enormous challenges The book covers the company's strategies and provides compelling evidence of its decision making marketing brand management innovation acquisition strategies corporate culture and human resource management The author has had full access to corporate archives and executives and provides us with a unique insight into the workings and strategies of one of the world's oldest and largest multinationals *Store Wars* Greg Thain, John Bradley, 2012-07-12 The sequel to the highly successful *Store Wars* the battle for mindspace and shelfspace published in 1995 The new edition will retain all the strengths of the old book including a comprehensive and complex approach to the consumer retail market and the interaction between FMCG retailers and manufacturers The book will be thoroughly revised and updated and will consist of 4 main parts A section on leading FMCG companies and brands such as Coke P G Unilever Nestle L Oreal etc their marketing and branding strategies in the western markets USA Western Europe UK France Germany and others A section on leading retailers Wal Mart Tesco Carrefour etc their developments and expansion over the last 10 years A section describing the interaction between retailers and manufacturers including competition for end consumers trade marketing A section covering the Emerging Markets the retail landscape in the major developing economies results of the expansion of major FMCG brands and western retail chains challenges related to distribution and FMCG marketing in those countries The book will also discuss the impact of the Global Crisis on the consumer and retail markets as well as predictions and prospects for the future **International Business and National**

War Interests Ben Wubs, 2008-06-11 This book ties together business history the history of the Nazi economic administration and European history It is relevant to several disciplines including international relations economic and business history European history and political science

Marketing the Arts Finola Kerrigan, 2010-04-27 In recent years there have been significant shifts in arts marketing both as a practice and an academic discipline The relationship between art and the market is increasingly complex and dynamic requiring a transformation in the way the arts are marketed Marketing the Arts argues that arts marketing is not about the simple application of mainstream managerial marketing to the arts With contributions from international scholars of marketing and consumer studies this book engages directly with a range of contemporary themes including The importance of arts consumption and its social dimensions The importance of the aesthetic experience itself and how to research it Arts policy development The art versus commerce debate The role of the arts marketer as market maker The artist as brand or entrepreneur This exciting new book covers topics as diverse as Damien Hirst's For the Love of God Liverpool's brand makeover Manga scanlation Gob Squad Surrealism Bluegrass music Miles Davis and Andy Warhol and is sure to enthuse students and enlighten practitioners

Serving Their Country Paul C Rosier, 2012-09-03 Over the twentieth century American Indians fought for their right to be both American and Indian In an illuminating book Paul C Rosier traces how Indians defined democracy citizenship and patriotism in both domestic and international contexts Battles over the place of Indians in the fabric of American life took place on reservations in wartime service in cold war rhetoric and in the courtroom The Society of American Indians founded in 1911 asserted that America needed Indian cultural and spiritual values In World War II Indians fought for their ancestral homelands and for the United States The domestic struggle of Indian nations to defend their cultures intersected with the international cold war stand against termination the attempt by the federal government to end the reservation system Native Americans seized on the ideals of freedom and self determination to convince the government to preserve reservations as places of cultural strength Red Power activists in the 1960s and 1970s drew on Third World independence movements to assert an ethnic nationalism that erupted in a series of protests in Iroquois country in the Pacific Northwest during the occupation of Alcatraz Island and at Wounded Knee Believing in an empire of liberty for all Native Americans pressed the United States to honor its obligations at home and abroad Like African Americans twentieth century Native Americans served as a visible symbol of an America searching for rights and justice American history is incomplete without their story

The Oxford Handbook of Consumption Frederick F. Wherry, Ian Woodward (Sociologist), 2019 The Oxford Handbook of Consumption examines the most pressing questions addressed by consumption studies scholars today The volume counteracts the tendency towards disciplinary myopia as it engages scholars from around the world drawing on sociology anthropology psychology history and consumption studies The volume's thirty one chapters are organized around six themes facilitating cross disciplinary exploration

Berkshire Beyond Buffett Lawrence A. Cunningham, 2014-10-21 A profile of Berkshire Hathaway the keys to

its success and how it can survive beyond its iconic chairman and CEO Warren Buffett In a comprehensive portrait of the corporate culture that unites Berkshire's subsidiaries Lawrence Cunningham unearths the traits that assure the conglomerate's perpetual prosperity Riveting stories of each subsidiary's origins triumphs and journey to Berkshire reveal how managers generate economic value from intangibles like thrift integrity entrepreneurship autonomy and a sense of permanence Berkshire Beyond Buffett explores not only what will happen to Berkshire after Buffett but presents all of Berkshire behind Buffett the inspiring managerial luminaries innovative entrepreneurs and devotees of deep values that define this esteemed organization Whether or not you are convinced that Berkshire can endure without Buffett the book is full of management lessons for small and large businesses entrepreneurs family firms and Fortune 500 CEOs Enjoy entertaining tales from Berkshire's 50 main subsidiaries including Dairy Queen GEICO Benjamin Moore Fruit of the Loom BNSF Justin Pampered Chef Marmon Clayton Homes FlightSafety and more An invaluable read for entrepreneurs business leaders investors managers and anyone wanting to learn more about corporate stewardship The Economist How did Warren Buffett build such a great firm as Berkshire Hathaway To unravel this mystery Lawrence Cunningham takes a deep dive inside the cultures of Berkshire's subsidiaries highlighting the value of integrity kinship and autonomy and revealing how building moats around the castles may help the firm outlast its visionary founder Adam Grant Wharton professor and author of Give and Take

Business Model Pioneers Kai-Ingo Voigt, Oana Buliga, Kathrin Michl, 2016-07-28 Business model innovations are conceived and implemented by a special type of entrepreneur business model pioneers This book presents 14 compelling case studies of business model pioneers and their companies who have successfully introduced new business ideas to the market The examples range from industries such as retail media and entertainment to services and industrial projects For each example the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models Moreover current market developments are highlighted and linked to the evolution of the business models Lastly the authors present the profile of a typical business model pioneer

The Political Economy of City Branding Ari-Veikko Anttiroiko, 2014-02-24 Globalization affects urban communities in many ways One of its manifestations is increased intercity competition which compels cities to increase their attractiveness in terms of capital entrepreneurship information expertise and consumption This competition takes place in an asymmetric field with cities trying to find the best possible ways of using their natural and created assets the latter including a naturally evolving reputation or consciously developed competitive identity or brand The Political Economy of City Branding discusses this phenomenon from the perspective of numerous post industrial cities in North America Europe East Asia and Australasia Special attention is given to local economic development policy and industrial profiling and global city rankings are used to provide empirical evidence for cities characteristics and positions in the global urban hierarchy On top of this social and urban challenges such as creative class struggle are also discussed The core message of the book is that cities should apply

the tools of city branding in their industrial promotion and specialization but at the same time take into account the special nature of their urban communities and be open and inclusive in their brand policies in order to ensure optimal results This book will be of interest to scholars and practitioners working in the areas of local economic development urban planning public management and branding

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Rising Tide Lessons From 165 Years Of Brand Building At Procter And Gamble Introduction

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