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THE GAME-CHANGER: HOW EVERY LEADER CAN DRIVE EVERYDAY INNOVATION



Penguin Portfolio, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. How to increase and sustain organic revenue and profit growth whether you're running an entire company or in your first management job. Over the past seven years, Procter & Gamble has tripled profits; hugely improved organic revenue growth, cash flow, and operating margins; and significantly boosted dividends. How? A. G. Lafley and his leadership team have integrated innovation into everything Procter & Gamble does creating new customers and new markets....

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- Authored by A.G. Lafley and Ram Charan
- Released at 2008



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