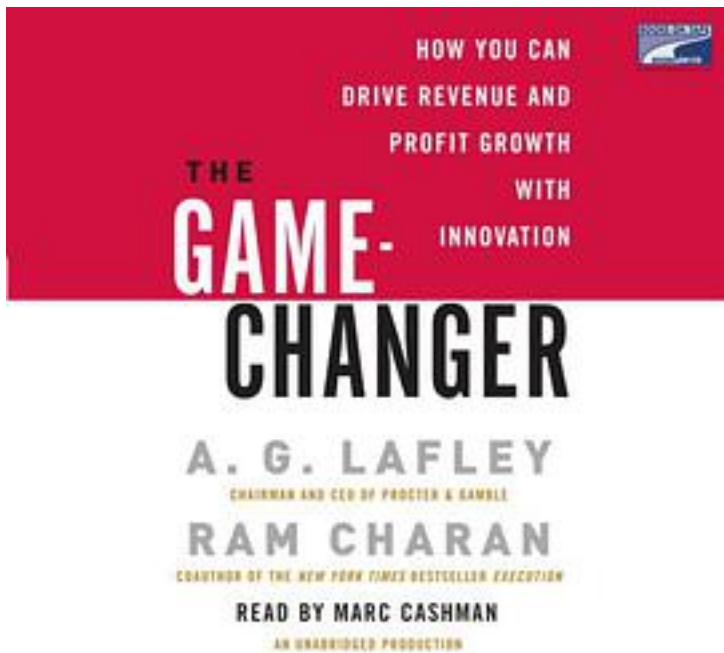


The Game-Changer



[The Game-Changer_下载链接1_](#)

著者:A.G. Lafley

出版者:Crown Business

出版时间:2008-4

装帧:Hardcover

isbn:9780307381736

How you can 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; significantly improved organic revenue growth, cash flow, and operating margins; and averaged earnings per share growth of 12 percent. How? A. G. Lafley and his leadership team have integrated innovation into everything P&G does and created new customers and new markets.

Through eye-opening stories A. G. Lafley and Ram Charan show how P&G and companies such as Honeywell, Nokia, LEGO, GE, HP, and DuPont have become game-changers. Their inspiring lessons can help you learn how to:

- Make consumers and customers the boss, not the CEO or the management team
- Innovate to grow a mature business
- Develop higher growth, higher margin businesses
- Create new customers and new markets
- Revitalize a business model
- Reach outside your own business and tap into the abundant brainpower and creativity of the world
- Integrate innovation into the mainstream of your managerial decision making
- Manage risk
- Become a leader of innovation

We live in a world of unprecedented change, increasing global competitiveness, and the very real threat of commoditization. Innovation in this world is the best way to win—arguably the only way to really win. Innovation is not a separate, discrete activity but the job of everyone in a leadership position and the integral, central driving force for any business that wants to grow organically and succeed on a sustained basis.

This is a game-changing book that helps you redefine your leadership and improve your management game.

作者介绍:

目录:

[The Game-Changer_下载链接1](#)

标签

创新

战略

商业

管理

好书

innovation

英文

职场与管理

评论

finally...

[The Game-Changer_ 下载链接1](#)

书评

有一年，宝洁的中国研发中心开创新大会，请了时任阿里巴巴CEO的魏哲来做演讲。魏哲在演讲上说，阿里巴巴的原则之一就是管理层不写书。写书这种事，是现实的loser为了缅怀过去的光辉岁月而作的，而阿里巴巴这样着眼未来的企业，无暇做这种表面文章。魏哲演讲完后，当时的宝洁中...

I am still in the early chapters of this book. The story was about how P&G understands the consumer behaviors of Mexican and how they manage to change "insights" into "innovation". It was first eye opening to understand the completely different psychologi...

[The Game-Changer_ 下载链接1](#)