



## The Game-Changer: How Every Leader Can Drive Everyday Innovation

By A.G. Lafley and Ram Charan

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. Through eye-opening stories A. G. Lafley and Ram Charan show how P&G and companies such as Nokia, Lego, and GE have become game-changers. Their inspiring lessons will help you achieve higher growth and higher margins, tap in to abundant creativity outside your business, manage risk and integrate innovation into your decision-making. In a world of unprecedented change and competitiveness, innovation is the best and arguably the only way to win. Innovation is not a separate activity, but the job of everyone in a leadership position and the integral driving force for any business that wants to grow and succeed. This is a game-changing book that helps you redefine your leadership. Printed Pages: 352. Size: 13 x 20 Cm.



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