

Essentials Of Strategic Management Gamble



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A. G. Lafley is the former Chairman of the Board, President, and Chief Executive Officer of Procter & Gamble. Under Lafley's leadership, P&G's sales doubled, its profits quadrupled, its market value increased by more than \$100 billion, and its portfolio of billion-dollar brands—like Tide, Pampers, Olay, and Gillette—grew from 10 to 24.

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