



When Core Values Are Strategic: How the Basic Values of Proctor and Gamble Transformed Leadership at Fortune 500 Companies

Rick Tocquigny, Andy Butcher

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What do legendary leaders from Disney, GE, GM, Johnson & Johnson, Boeing, eBay, Microsoft, Time Warner, LensCrafters, Chiquita, Walmart, Pepsi, and Saatchi+Saatchi have in common? They all learned the critical importance of core values as managers at Procter & Gamble. Many of these leaders have remained members of the P&G Alumni Network and now you can share in their powerful lessons learned with The P&G Alumni Network's *When Core Values Are Strategic*.

This practical resource for emerging leaders offers no-nonsense insights into why values really are so important, and identifies practical ways to propagate, strengthen, and act on them. Bringing together contributions from influential P&G alumni worldwide, it offers a legacy to future leaders across organizations of every type and size. Discover why core values are timely, universal, and the secret to long-term success and learn how top executives were shaped at P&G to make historic change in energy, aviation, technology, government, transportation, entertainment, healthcare, consumer packaged goods, and other industries. Find out how to build a learning culture that increases shareholder value, see why values and marketing initiatives are inseparable, and much more.

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