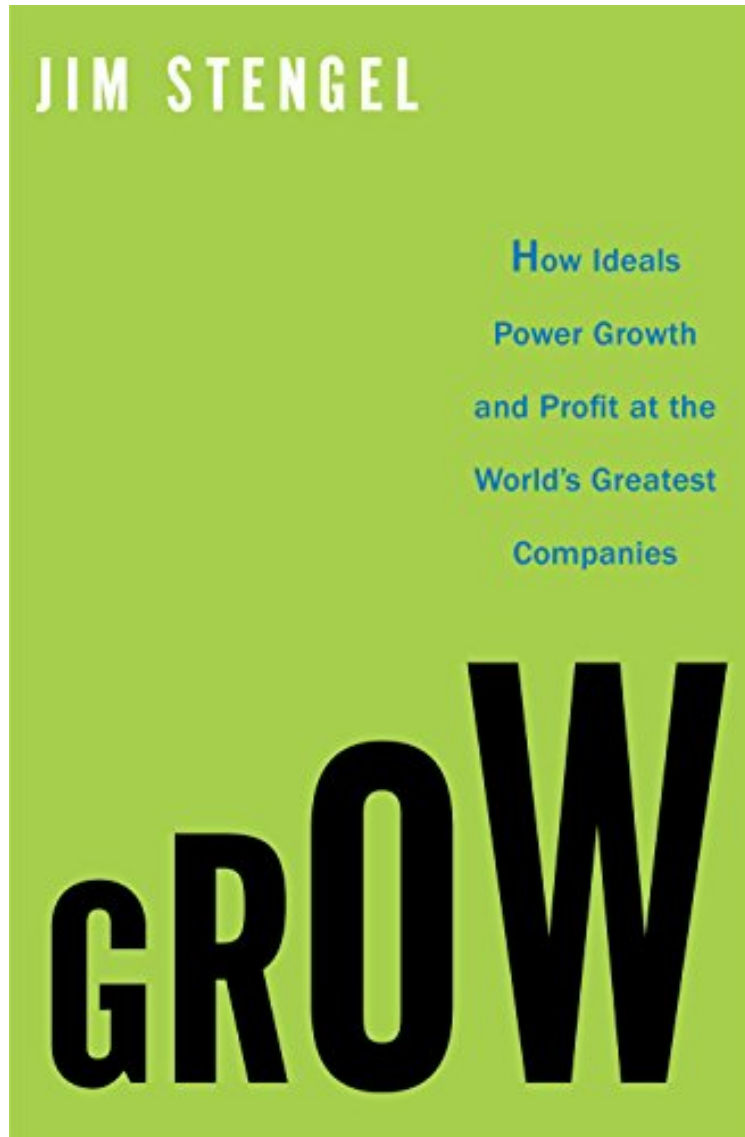


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Grow: How Ideals Power Growth and Profit at the World's Greatest Companies

Jim Stengel

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Jim Stengel : Grow: How Ideals Power Growth and Profit at the World's Greatest Companies before purchasing it in order to gage whether or not it would be worth my time, and all praised Grow: How Ideals Power Growth and Profit at the World's Greatest Companies:

1 of 1 people found the following review helpful. How to turn an inspiring idea into bottomline growthBy jan willem den oudstenJim Stengel is in the fairly small class of people that remain curious about the world around them also

when they seem on top of everything. Being Chief Marketing Officer of one of the biggest B2C conglomerates in the world, achieving a turn-around and then opting for further research because you would like to know better what it is you are doing: respect! Stengel loves people, cares about them, you see that on every page. He tries to understand them in order to help them. Help them have a nice day, help them do their tasks in the house, cooking, whatever. In his quest to understand he has come up with the five human emotions that are crucial: joy, pride, exploration, community involvement and social awareness (jpecs). At the same time Jim knows his numbers and can talk about growth figures like any analyst, even though for him they are a proof of the other truth: you build a successful company around the connection with people along these five emotions. His style is down to earth, entertaining, to the point. A book you can't put down. Loved it. 1 of 1 people found the following review helpful. The Great Idea By Kindle Customer This book has one simple message. Brand ideal is everything. It proves this claim time and time again across different organizations, and each time it shows that talking about brand ideal is one thing, but actually improving people's lives with your brand is a whole different story. This book turns a simple message into a mechanism to succeed for the average businessman. 2 of 2 people found the following review helpful. Taking branding to a higher level By Jim Everhart Jim Stengel's book starts at a relatively modest pace, but once it gets underway, it's a powerful addition to the growing understanding that branding is much more than graphics and type styles. Or even advertising and marketing. Perhaps the most important achievement is the way the author demonstrates that fidelity to values and ideals is not the drag on sales and profits that some might have us believe. But rather is the source of growth and profit for an impressive list of category leaders like Apple, HP and PG.

Ten years of research uncover the secret source of growth and profit hellip; Those who center their business on improving people's lives have a growth rate triple that of competitors and outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the long term. Pulling from a unique ten year growth study involving 50,000 brands, Jim Stengel shows how the world's 50 best businesses—as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent—have a cause and effect relationship between financial performance and their ability to connect with fundamental human emotions, hopes, values and greater purposes. In fact, over the 2000s an investment in these companies—The Stengel 50—would have been 400 percent more profitable than an investment in the SP 500. Grow is based on unprecedented empirical research, inspired (when Stengel was Global Marketing Officer of Procter Gamble) by a study of companies growing faster than PG. After leaving PG in 2008, Stengel designed a new study, in collaboration with global research firm Millward Brown Optimor. This study tracked the connection over a ten year period between financial performance and customer engagement, loyalty and advocacy. Then, in a further investigation of what goes on in the "black box" of the consumer's mind, Stengel and his team tapped into neuroscience research to look at customer engagement and measure subconscious attitudes to determine whether the top businesses in the Stengel Study were more associated with higher ideals than were others. Grow thus deftly blends timeless truths about human behavior and values into an action framework—how you discover, build, communicate, deliver and evaluate your ideal. Through colorful stories drawn from his fascinating personal experiences and "deep dives" that bring out the true reasons for such successes as the Pampers, HP, Discovery Channel, Jack Daniels and Zappos, Grow unlocks the code for twenty-first century business success. From the Hardcover edition.