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BusinessNews Publishing : Summary: PG 99: Review and Analysis of Decker's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: PG 99: Review and Analysis of Decker's Book:

The must-read summary of Charles Decker's book: "PG 99: 99 Principles and Practices of Procter Gamble's Success". This complete summary of the ideas from Charles Decker's book "PG 99" shows that PG's success doesn't happen by accident. Every year, the company spends more than \$3 billion advertising and promoting its brands and

more than any other company on earth. In his book, the author reveals the fundamental beliefs that lie at the heart of PG's impressive success, including customer service, strategic thinking and brand building. This summary will provide you with an insight into one of the world's most successful companies and how you can adapt their processes to achieve success in your own company. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business skills

 To learn more, read "PG 99" and learn from the successes of one of the greatest companies.