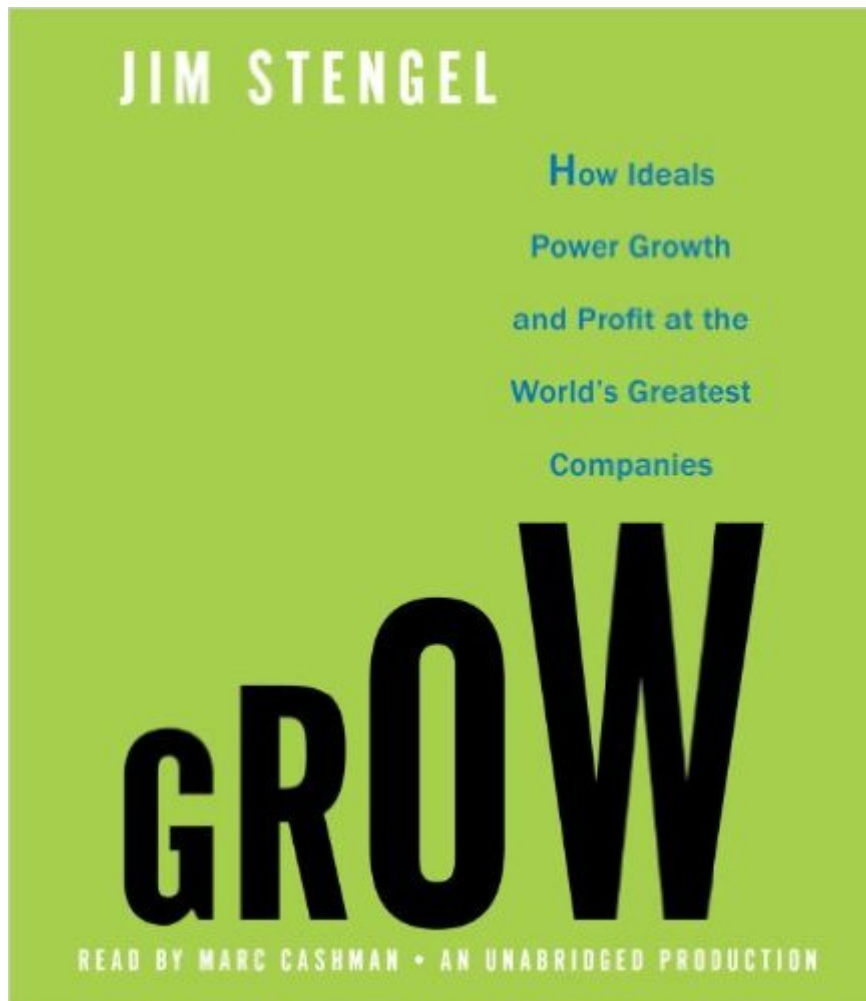


The book was found

# Grow: How Ideals Power Growth And Profit At The World's Greatest Companies



## Synopsis

Ten years of research uncover the secret source of growth and profit — 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 would have been 400 percent more profitable than an investment in the S&P 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 P&G. After leaving P&G 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.

## Book Information

Audio CD: 8 pages

Publisher: Random House Audio; Unabridged edition (December 27, 2011)

Language: English

ISBN-10: 0307944158

ISBN-13: 978-0307944153

Product Dimensions: 5.1 x 1.1 x 5.9 inches

Shipping Weight: 5.6 ounces

Average Customer Review: 4.4 out of 5 stars (28 customer reviews)

Best Sellers Rank: #1,830,831 in Books (See Top 100 in Books) #574 in Books > Books on CD > Business > Management #1325 in Books > Books on CD > Business > General #1655 in Books > Business & Money > Management & Leadership > Strategy & Competition

## Customer Reviews

Jim Stengel begins the first chapter with two separate but related questions: "What makes a business grow beyond the competition? What powers an enterprise to the top and keep it there?" In response, he offers "a new framework" whose central principle is the importance of having a brand ideal. That is, a shared goal of improving people's lives. A brand ideal is a business' essential reason for being, the higher order it brings to the world." If this seems a tad idealistic, if not naïve, consider the fact that recent research, including a ten-year growth study Stengel conducted of more than 50,000 [that's correct: 50,000] brands around the world, revealed the need for the framework that Stengel devised. So what? The data from his study indicates that companies with ideals of improving lives at the center of all they do outperform the market by a huge margin. For example, the return on an investment in the top 50 companies in his study would have been 400% more than an investment in the Standard & Poor's 500. A key term in Stengel's book is what he calls the "Ideal Factor," one that keeps renewing and strengthening great businesses through good times and bad. Having a brand ideal "is the only sustainable way to recruit, unite, and inspire all the people a business touches, from employees to customers. It is the only thing that enduringly connects the core beliefs of the people inside a business with the fundamental human values of the people the business serves. Without that connection, without a brand ideal, no business can excel"...or survive. Stengel focuses most of his attention in the book on explaining HOW to achieve a number of specific objectives. They include How to discover an ideal in one of five fields of fundamental human values (i.e.

[Download to continue reading...](#)

Grow: How Ideals Power Growth and Profit at the World's Greatest Companies Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) The 1% Windfall: How Successful Companies Use Price to Profit and Grow Beginning Power BI with Excel 2013: Self-Service Business Intelligence Using Power Pivot, Power View, Power Query, and Power Map Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Ideals and Ideologies: A Reader Tibetan Art: Tracing the Development of Spiritual Ideals... Ford Ideals Being a

Selection from "Mr. Ford's Page" in The Dearborn Independent (1922) Firms of Endearment: How World-Class Companies Profit from Passion and Purpose (2nd Edition) Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies The Valuation of Financial Companies: Tools and Techniques to Measure the Value of Banks, Insurance Companies and Other Financial Institutions (The Wiley Finance Series) Offshore Companies: How To Register Tax-Free Companies in High-Tax Countries LLC: Quickstart Beginner's Guide to Limited Liability Companies ( LLC Taxes, Limited Liability Companies Guide) The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter) Wiley Not-for-Profit GAAP 2014: Interpretation and Application of Generally Accepted Accounting Principles (Wiley Not-For-Profit GAAP: Interpretation ... of GenerallyAccepted Accounting Principles) Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! Profit from the Core: A Return to Growth in Turbulent Times Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop on "Highlights in Basic and Clinical Neuroendocrinology", Athens, November 2005: Proceedings Home Staging for Profit: How to Start and Grow a Six Figure Home Staging Business in 7 Days or Less OR Secrets of Home Stagers Revealed So Anyone Can Start a Home Based Business and Succeed Today's Greatest Pop & Rock Hits: The Biggest Hits! The Greatest Artists! (Easy Piano) (Today's Greatest Hits)

[Dmca](#)