

**Grow: How Ideals Power Growth And Profit At The
World's Greatest Companies By Jim Stengel**

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He is also the author of Grow: How Ideals Power Growth and Profit at the World s Greatest Companies. Prior to starting The Jim Stengel under Jim s leadership

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This is Part 1 of a series for Fortune.com by Jim Stengel, former global CMO of Procter & Gamble and author of Grow: How Ideals Power Growth and Profit at the World

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Jim Stengel is the author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, which is based on a landmark 10-year growth study

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Jim Stengel is the author of Grow (3.51 avg rating, 138 ratings, 19 reviews, published 2011), Grow (3.33 avg rating, Jim Stengel s Followers (2)

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Feb 09, 2012 SPEAKER: Jim Stengel, former Global Marketing Officer, Procter & Gamble; Adjunct Professor, UCLA Anderson School of Management; Author, Grow: How Ideals

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In December 2011, Jim Stengel published his first book, Grow: How Ideals Power Growth and Profit at the World s Greatest Companies, with Crown Publishing Group.

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