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Excerpted with permission from Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble, Harvard Business School Press, July 2004. [Buy this book] David Dyer is a founding partner in the Winthrop Group. Frederick Dalzell is a partner in the Winthrop Group.

How Tide Cleaned Up the Competition - HBS Working ...

Published by EH.NET (June 2005) Davis Dyer, Frederick Dalzell, and Rowena Olegario, Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble. Boston: Harvard Business School Press, 2004. x + 467 pp. \$29.95 (hardcover), ISBN: 1-59139-147-4.

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- Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble Since this is a pyramid, each layer requires the layer below it to exist. To streamline the activities of an organization you must first centralize those activities, just as marketers did with brand management.

Solving the Impossible: Systematizing Brand Management ...

Always is an American brand of menstrual hygiene products, including maxi pads, ultra thin pads, pantliners, and feminine wipes, produced by Procter & Gamble. It was first introduced in the United States in test markets in the spring of 1983, then nationally in May 1984. By the end of 1984, Always had also been introduced internationally in United Kingdom, Canada, France, Germany, and Africa. According to Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble, Always was Proc

Always (brand) - Wikipedia

Dyer, Davis - Rising Tide : Lessons from 165 Years of Brand Building at Procter & Gamble, Harvard Business School Press 2004, ISBN 1-59139-147-4. Mabry, Edward L. - Maybryana, Pond-Ekberg 1977, LCCN 917800. Richardson, H. Smith - The Early History and Management Philosophy of Richardson-Merrell, 1975.

Edward Mabry - Wikipedia

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