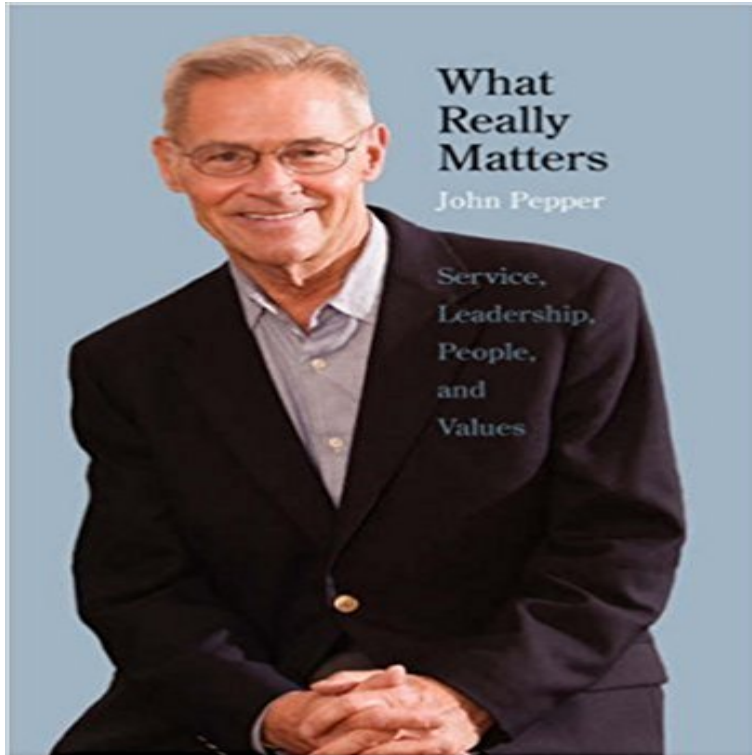


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The fundamental question in business and in personal life is the same: What really matters? In this book one of America's most widely admired business leaders distills a lifetime of experience, including failures as well as successes, to reveal his answers. John Pepper, president, CEO, and chairman of Procter & Gamble for a combined 16 years, underscores the importance of continuous change, innovation, and renewal as prerequisites for growth and sound leadership. In *What Really Matters* he suggests that a preparedness to alter perspective, rethink assumptions, or change course is central not only to understanding customer needs and keeping costs under control but also to developing talent, organizing global businesses, and supporting communities. While he discusses specific business tactics, he notes that they all center on fundamental tenets: listen to and respect the customer, engender personal accountability and passionate ownership, encourage diversity, and create a vibrant, trusting institution that incorporates employees and their families. In his own years as an executive, Pepper has demonstrated that a profitable business can create and sustain a culture that shapes-- and is shaped by-- ethical behavior. His profoundly important advice and counsel belong in the lexicon and practice of every leader.

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