Contents

Preface ix
Introduction: My Early Years in Business 1

Part One Foundations for Success 9
1 Creating Leadership Brands—and Keeping Them Young 11
2 Let the Consumer Decide 41
3 Going for the Big Win 67

Part Two Staying in the Lead 103
4 The Rewards of Doing Good 105
5 The Power of Community 123

Part Three How We Live Our Lives 161
6 A Passionate Sense of Ownership 163
7 The Benefits of Diversity and the Challenge of Achieving It 186
8 A Personal Model for Living 203
9 A Family Affair 253

Conclusion: Enduring Values in an Age of Innovation 263
Appendix 1: Biographies of Key Leaders 269
Appendix 2: Redesigning Your Organizational Structure to Achieve Your Purpose 274
Sources and Selected Bibliography 283
Acknowledgments 289
Index 291