



Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach

James M. Kilts, Robert Lorber, John F. Manfredi

[Download now](#)

[Click here](#) if your download doesn't start automatically

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach

James M. Kilts, Robert Lorber, John F. Manfredi

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach James M. Kilts, Robert Lorber, John F. Manfredi

When Warren Buffett was asked why the Gillette board of directors chose Jim Kilts to be CEO, he said, “Jim made as much sense in terms of talking about business as anybody I’ve ever talked to. If you listen to Jim analyze a business situation you get absolutely no baloney. And, frankly, finding someone like that is a rarity.”

There is only one CEO in recent times who has faced—and succeeded at—the extraordinary challenges of leading three major companies—Gillette, Nabisco, and Kraft—into prosperous futures by doing what matters on the fundamentals.

That CEO is Jim Kilts. In this vivid first-person account he reveals his system for success that is both cutting-edge and back-to-basics. *Doing What Matters*—the action plan for identifying and tackling what’s important and ignoring the rest—is the key to winning in a warp-speed world where the need for revolutionary speed and decisiveness increases by the day.

Kilts illustrates his ideas with colorful stories, such as “that little red razor.” A new product idea he proposed early on at Gillette, it was initially shelved because “everyone knew you couldn’t sell a red razor,” but went on to become one of Gillette’s biggest marketing successes ever.

Jim Kilts’s focus on both business fundamentals and personal attributes provides the “complete package,” showing how to get results that make a difference through:

- Intellectual integrity: The ability to face the unvarnished truth about yourself and your business and using what you see as the basis for action.
- Generating emotional engagement and enthusiasm: Using the force of your personality and ideas to infuse people and an entire organization with a sense of purpose and mission.
- Action: Gillette, with just five product lines, had over 20,000 SKUs. After studying the issue for over two years, there were still 20,000. How Kilts got Gillette off the dime to pare down the number to 7,000 almost overnight is an astonishing example of getting the rubber to meet the road—with enormous benefits to the business.
- Understanding the right things through an overarching concept to frame and filter issues: For Jim Kilts it was Total Brand Value, the framework he used in the consumer products industry for achieving better, faster, and more complete results than the competition.

Whether you’re CEO of a multibillion-dollar global company, the brand manager for a product, an entrepreneur starting a small business, or just beginning a career, *Doing What Matters* provides the practical ideas that get results—ranging from a day one action plan for starting a new job to a chorus of cheers and support to a program of total innovation that involves everyone in changes from small to “big bang.”

From the Hardcover edition.

 **Download** [Doing What Matters: How to Get Results That Make a ...pdf](#)

 **Read Online** [Doing What Matters: How to Get Results That Make ...pdf](#)

Download and Read Free Online Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach James M. Kilts, Robert Lorber, John F. Manfredi

From reader reviews:

Shanika Jeans:

This Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach book is simply not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is actually information inside this e-book incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. This Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach without we know teach the one who studying it become critical in contemplating and analyzing. Don't end up being worry Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach can bring if you are and not make your bag space or bookshelves' become full because you can have it in your lovely laptop even phone. This Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach having good arrangement in word as well as layout, so you will not experience uninterested in reading.

William Riser:

The particular book Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach has a lot associated with on it. So when you check out this book you can get a lot of help. The book was authored by the very famous author. This articles author makes some research ahead of write this book. This specific book very easy to read you can find the point easily after looking over this book.

Steve Pratt:

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach can be one of your nice books that are good idea. We all recommend that straight away because this guide has good vocabulary that can increase your knowledge in language, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort to get every word into pleasure arrangement in writing Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach but doesn't forget the main stage, giving the reader the hottest and also based confirm resource facts that maybe you can be one among it. This great information can drawn you into new stage of crucial pondering.

Priscilla Garcia:

Do you like reading a reserve? Confuse to looking for your best book? Or your book ended up being rare? Why so many issue for the book? But just about any people feel that they enjoy regarding reading. Some people likes looking at, not only science book but additionally novel and Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach or even others sources were given knowledge for you. After you know how the truly great a book, you feel want to read more and more.

Science e-book was created for teacher or even students especially. Those books are helping them to add their knowledge. In some other case, beside science publication, any other book likes Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach to make your spare time far more colorful. Many types of book like this.

Download and Read Online Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach James M. Kilts, Robert Lorber, John F. Manfredi #RMLSWFXZ0AC

Read Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi for online ebook

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi books to read online.

Online Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi ebook PDF download

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi Doc

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi Mobipocket

Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach by James M. Kilts, Robert Lorber, John F. Manfredi EPub