



Soap Opera : The Inside Story of Procter & Gamble

Alecia Swasy

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Behind Procter & Gamble's wholesome image is a control-obsessed company so paranoid that Wall Street analysts, employees, and the chairman himself refer to it as "the Kremlin." P&G's wealth and power ensure that it gets what it wants, from tax breaks to the eager services of Washington lobbyists.

In this explosive expose, Wall Street Journal reporter Alecia Swasy tells the chilling story of life within P&G.

Wonderfully readable, impeccably researched, Soap Opera is a sobering look at the price of success in American business.

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