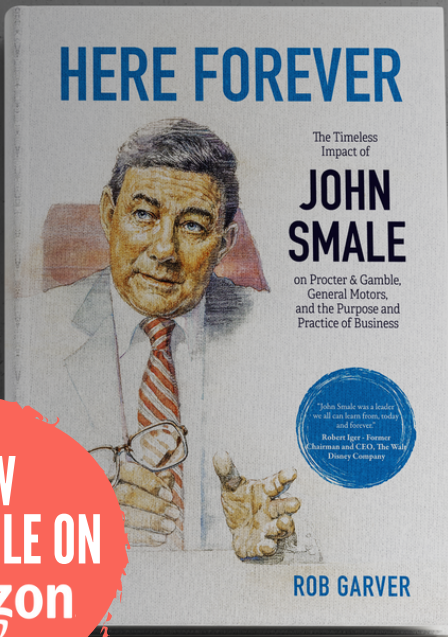


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The Timeless Impact of JOHN SMALE on Procter & Gamble, General Motors, and the Purpose and Practice of Business

Here Forever takes readers on a journey of discovery into the life of John Smale, one of the most influential corporate leaders of the second half of the 20th century. Smale grew Procter & Gamble more than six-fold during his 21 years of leadership as President, CEO & Chairman of the board. He helped General Motors regain momentum and set a new standard for corporate governance that transformed the role that Boards of public companies are expected to play. He championed diversity and defined a corporate vision for the role of social responsibility in business that was decades ahead of his time.

ABOUT JOHN SMALE

JOHN SMALE was arguably the most influential corporate leader of the second half of the 20th century. He grew one great company, Procter & Gamble, more than six-fold during the 21 years he led as president, CEO and chairman of the board. He helped another great company, General Motors, regain momentum in his role as chairman of the board at a critical time in GM's history - and set a new standard for corporate governance that has since transformed the role that Boards of public companies are expected to play. He championed diversity, not only as a US priority but also as a global priority. And he defined a corporate vision for the purpose and social responsibility of business that was decades ahead of its time.

And yet, John Smale is largely unknown to many leaders guiding American and global businesses today.

ADVANCE PRAISE FOR *HERE FOREVER*

"Every person should read this book about John Smale. It's a book about leadership, character, values and courage. He was a CEO way ahead of his time!"

— Chip Bergh, President and CEO, Levi Strauss & Co.

"John Smale was that rare leader who was sought out by other leaders, especially when they were facing the toughest of challenges.."

— Susan Arnold, Board Chair, The Walt Disney Company

"John Smale's life is a gift to all who seek examples of extraordinary corporate, community, and family leadership" — Janet Reid, CEO, BRBS World, LLC

"John Smale was one of the great business leaders of his time. This well-written biography tells us what fueled his unparalleled success — specifically, his passion for innovation and his relentless pursuit of excellence."

— Ed Artzt, Retired Chairman and CEO, The Procter & Gamble Company

"In a world which is increasingly cynical and divisive, being a leader of character matters more than ever. The more I got to know John Smale, the more I realized what an authentic leader of character he was."

— Robert A. McDonald, Retired Chairman, President & CEO, The Procter & Gamble Company

"I learned timeless lessons from John Smale: Be principles- and values-led; invest in innovation for sustainable competitive advantage; and focus on growth and value creation for the long term."

— A.G. Lafley, Former Chairman and CEO, The Procter & Gamble Company

ABOUT THE AUTHOR

Rob Garver is a journalist and freelance writer based in Washington, D.C. His work has appeared in *The Washington Post*, *The New York Times*, and *Voice of America*, among other publications. He served as national correspondent for *The Fiscal Times* and collaborated with Bob Woodward on Woodward's *New York Times* best-selling book, *The Price of Politics*. He holds a master's degree in public policy from Georgetown University and a bachelor's degree from the University of Vermont.

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