

## Cutting Edge Gillettes Journey To Global Leadership

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Cutting Edge: Gillette's Journey to Global Leadership. Gordon McKibben. The Gillette Company has literally defined, as well as led, the world shaving market since the founding days of the enterprise in 1901. But more than that, Gillette--as revealed in McKibben's colorful history--has become a world leading manufacturer and marketer of consumer goods in men's and women's grooming products, writing instruments, and alkaline batteries.

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