

Procter & Gamble Co. PG under CEO Mr. Robert A. McDonald

6	XX	H	T	T	XX	3	2	2	XX	7
5		H	H	T		3	3	2		8
4		H	H	T		3	3	2		8
3		H	H	T		3	3	2		8
2		H	H	T		3	3	2		8
1		H	H	T		3	3	2		8

HEXAGRAM 23 – Po - Splitting Apart

Above KEN KEEPING STILL, MOUNTAIN
 Below K'UN THE RECEPTIVE, EARTH

The dark lines are about to mount upward and overthrow the last firm, light line by exerting a disintegrating influence on it. The inferior, dark forces overcome what is superior and strong, not by direct means, but by undermining it gradually and imperceptibly, so that it finally collapses.

The lines of the hexagram present the image of a house, the top line being tile roof, and because the roof is being shattered the house collapses. The hexagram belongs to the ninth month (October-November). The yin power pushes up ever more powerfully and is about to supplant the yang power altogether.

THE JUDGMENT

SPLITTING APART.

It does not further one
 To go anywhere.

This pictures a time when inferior people are pushing forward and are about to crowd out the few remaining strong and superior men. Under these circumstances, which are due to the time, it is not favorable for the superior man to undertake anything.

The right behavior in such adverse times is to be deduced from the images and their attributes. The lower trigram stands for the earth, whose attributes are docility and devotion. The upper trigram stands for the mountain, whose attribute is stillness. This suggests that one should submit to the bad time and remain quiet. For it is a question not of man's doing but of time conditions, which, according to the laws of heaven, show an alternation of increase and decrease, fullness and emptiness. It is impossible to counteract these conditions of the time. Hence it is not cowardice but wisdom to submit and avoid action.

THE IMAGE

The mountain rests on the earth: The image of SPLITTING APART.
Thus those above can ensure their position
Only by giving generously to those below.

The mountain rests on the earth. When it is steep and narrow, lacking a broad base, it must topple over. Its position is strong only when it rises out of the earth broad and great, not proud and steep. So likewise those who rule rest on the broad foundation of the people. They too should be generous and benevolent, like the earth that carries all. Then they will make their position as secure as a mountain is in its tranquility.

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Details

Index Membership: Dow Jones Composite
Dow Industrials
Sector: Consumer Goods
Industry: Personal Products
Full Time Employees: 127,000

Mr. Robert A. McDonald , 58, Chairman, Chief Exec. Officer and Pres

Business Summary

The Procter & Gamble Company provides consumer packaged goods in the United States and internationally. The company operates in three global business units (GBUs): Beauty and Grooming, Health and Well-Being, and Household Care. The Beauty and Grooming GBU offers female beauty products, including cosmetics, deodorants, female blades and razors, personal cleansing and skin care products, hair care products, and fragrances under the Head & Shoulders, Olay, Pantene, and Wella brands. It also provides electric hair removal devices, home appliances, male blades and razors, and male personal care products, such as deodorants, face and shave products, hair care, and personal cleansing products under the Braun, Fusion, Gillette, and Mach3 brands. The Health and Well-Being GBU provides feminine care, oral care, and personal health care products under Always, Crest, and Oral-B brands; and snacks and pet food under the Iams and Pringles brands. The Household Care GBU offers air care products, batteries, dish care products, and fabric care and surface care products under the Ace, Ariel, Dawn, Downy, Duracell, Gain, and Tide brands. It also offers baby care and family care products, including baby wipes, bath tissues, diapers, facial tissues, and paper towels under the Bounty, Charmin, and Pampers brands. The company sells its products through retail operations, including mass merchandisers, grocery stores, membership club stores, drug stores, department stores, salons, and high-frequency stores. The Procter & Gamble Company was founded in 1837 and is headquartered in Cincinnati, Ohio.