



The Caterpillar Way: Lessons in Leadership, Growth, and Shareholder Value

By Craig T Bouchard, James V Koch

McGraw-Hill Education on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 168 x 135 mm. Language: English . Brand New. How one tenacious company found the drive to succeed on a global scale In the early 1980s, Caterpillar, Inc. lost one million dollars per day for three consecutive years. Its continuing existence came into question. Today, CAT is the world s most profitable manufacturer of construction and mining equipment and large engines. The now legendary global company made numerous well-calculated, though risky decisions for three consecutive decades in the process scaling to heights unimaginable to even the finest business enterprises. How did they do it? The Caterpillar Way. Senior management at CAT facilitated the authors one-year odyssey through the hallways and intriguing history of the construction industry giant. This inspiring book takes you behind the scenes with the CEOs, executive vice presidents, managers, dealers, customers, union bosses, and Wall Street analysts who were players in Caterpillar s drive to global dominance. You ll discover: CAT s change-or-die approach to restructuring How a local firm from central Illinois became a local firm on a global basis The secret behind Caterpillar s decades-long revenue explosion How to use branding and product financing...



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