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The Caterpillar Way Lessons in Leadership, Growth and Shareholder Value For two years my co-author, Jim Koch and I worked on the unedited but authorized biography of the great company, Caterpillar Inc. The opportunity was extraordinary. We were invited inside and given free access to the CEO, Three former CEO's, CFO, Board Members, Executive Vice Presidents, General Managers, Dealerships, Unions, Executives and Wall Street Analysts. Our task was to analyze the company from 1980 until Review of: The Caterpillar Way: Lessons in Leadership ...

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