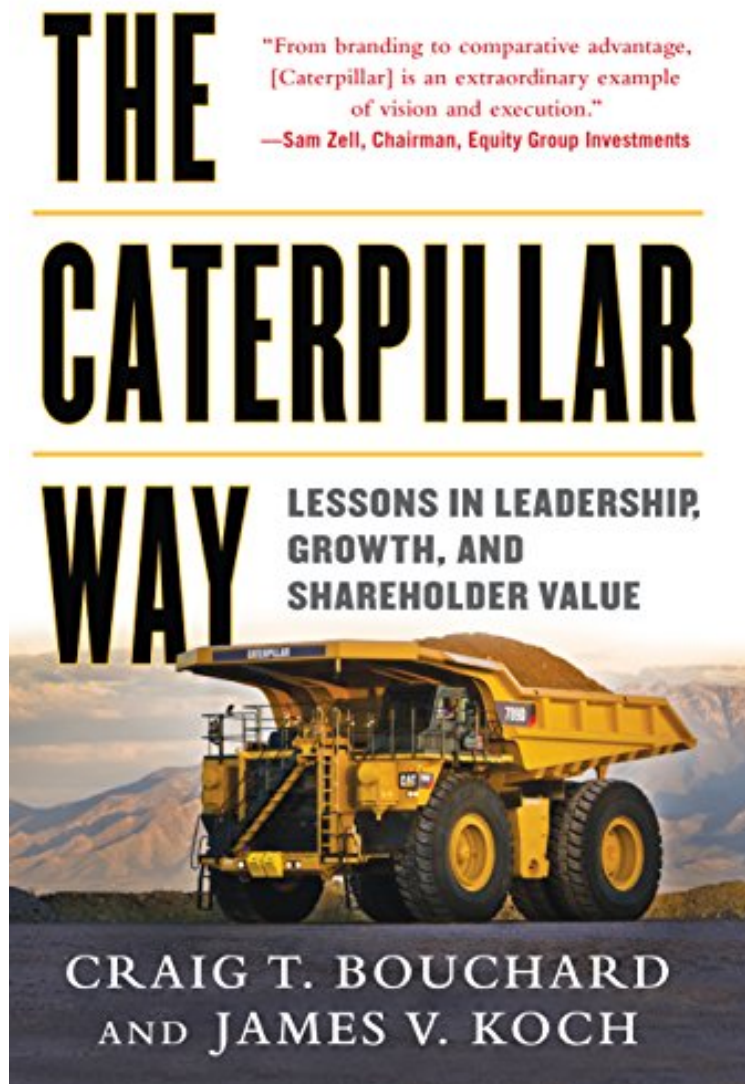


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Craig Bouchard, James Koch
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4 of 4 people found the following review helpful. Takes a certain kinda' person...By DIYDesignerThis is a difficult book to review. As an "Ad Man" and marketing person, I was hoping that the book would lean a little more in that direction; ie: How CAT positions themselves in the market and the role that their branding and provenance plays in that strategy. I found the first chapter to be boring yet informative mdash; it dragged on and on about "why" they wrote the book and "who" the authors are. I don;t particularly care to know this information as I have already purchased the book; plus, that what bio flaps are for.If you love financial/economical acronyms, then you'll fall in love with this book. I found myself keeping an index card/bookmark of all the acronyms used, as there seemed to be a new one on each page. Secondly, If you also find yourself loving charts, graphs, and other economical graphics, then this book will tickle that spot for you mdash; there are several.Overall, I found the content to be well organized and the chapters to be fairly clear and concise. The writing style is a little on the monotonous side for me and the use of foreign phrases to be "Frasier-esque." All in all, I would recommend it to a friend with the caveat that it'd be a friend who's in the financial or economic field.0 of 0 people found the following review helpful. Choice summary but short on detailBy VikingScottyGreat book for the investor that merely enjoys a superficial glance at a company. The book falls short of investigating the Caterpillar generic parts market role in sustaining residual values of equipment, it's influence over the Illinois legislature, transfer pricing, anticompetitive nature of its parts distribution and global pricing structure.Caterpillar's ethical code so highly regarded in the book seemed to be disregarded when it produced equipment together with the South African Dealer under the brand name Wright during apartheid.1 of 1 people found the following review helpful. Globalization and economic patriotismBy NorthartA real eye opener as to how multi billion dollar business's shape and influence American economics and foreign policy. Caterpillar as a stellar performer on Wall St. producing dividends, and capital gains, is remarkable. But as Globalization of Caterpillar increased to the point, where the American business side and workforce, Is less than 1/2 of the entire business, makes a person wonder. What has become of real friendship and economic patriotism ? Free Trade has huge impacts , at home and abroad , as American business invades overseas countries and Foreign business invades the USA. For anyone interested in the American economy, politics, and manufacturing business, this is a must read ! Very interesting !

THE NEW YORK TIMES BESTSELLER! 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 Caterpillars' decades-long revenue explosion How to use branding and product financing effectively What true dedication and commitment to Six Sigma really entails Why Caterpillar became the mecca for HR officers negotiating with unions The authors' prediction of CAT's stock price through 2020 The Caterpillar Way provides essential management lessons in powerful behind-the-scenes stories. You'll learn how the Caterpillar leaders responded quickly to changing markets, allocated capital efficiently throughout the firm, and nourished a cultish team spirit that wins. Innovative leaders make game-changing decisions. If any company is built to last, it's Caterpillar, Inc. With its trademark yellow trucks, cranes, machinery and engines, this home-grown manufacturer has survived more than its share of ups and downs to become the #1 industry leader of construction equipment in the world. The Caterpillar Way reveals, for the first time, the remarkable inside story, written with full access to the way CAT runs its business, from bottom to top. They blaze their own trail. This is The Caterpillar Way. **PRAISE FOR THE CATERPILLAR WAY:** "The Caterpillar Way is a very sophisticated analysis of one of the great organizational stories of the past 30 years. Bouchard and Koch delve into the details of leadership, risk, and culture that allowed this company to excel. From branding to comparative advantage, this is an extraordinary example of vision and execution." -- Sam Zell, Chairman, Equity Group Investments "The Caterpillar Way brings to life the progress a company can make by having a plan and sticking to it quarter by quarter and year over year. The company never stands still and has a keen focus on delivering high-quality products on time to its customers. They have been a great partner of ours for many years." -- Dave Cote, Chairman and CEO, Honeywell "There's no way you can't learn from The Caterpillar Way--a classic example of how to bring strategy, structure, and culture together to drive breakthrough results." -- David C. Nova k, Chairman and CEO, Yum! Brands Inc.

About the Author**CRAIG T. BOUCHARD** is the CEO and Chairman of the Board of Signature Group Holdings. He is the cofounder of Esmark Inc., once the fourth largest American steel company, and industrial supplier Shale-Inland. Bouchard crafted two successful hostile takeovers of public companies, served as a trustee of Boston University and

the Foundation of the University of Montana, and is a member of the board of the Athletic Department at Duke University. He has been featured on CNBC, NBC, and Bloomberg TV and in The Wall Street Journal, Financial Times, and Forbes. JAMES V. KOCH is Board of Visitors Professor of Economics and President Emeritus at Old Dominion University. An expert in microeconomics, he has held teaching and research positions at Illinois State, California State, and Brown University, among many others. He has served as a consultant to more than 75 corporations and universities and is coauthor of the books *Born Not Made* and *America for Sale*.