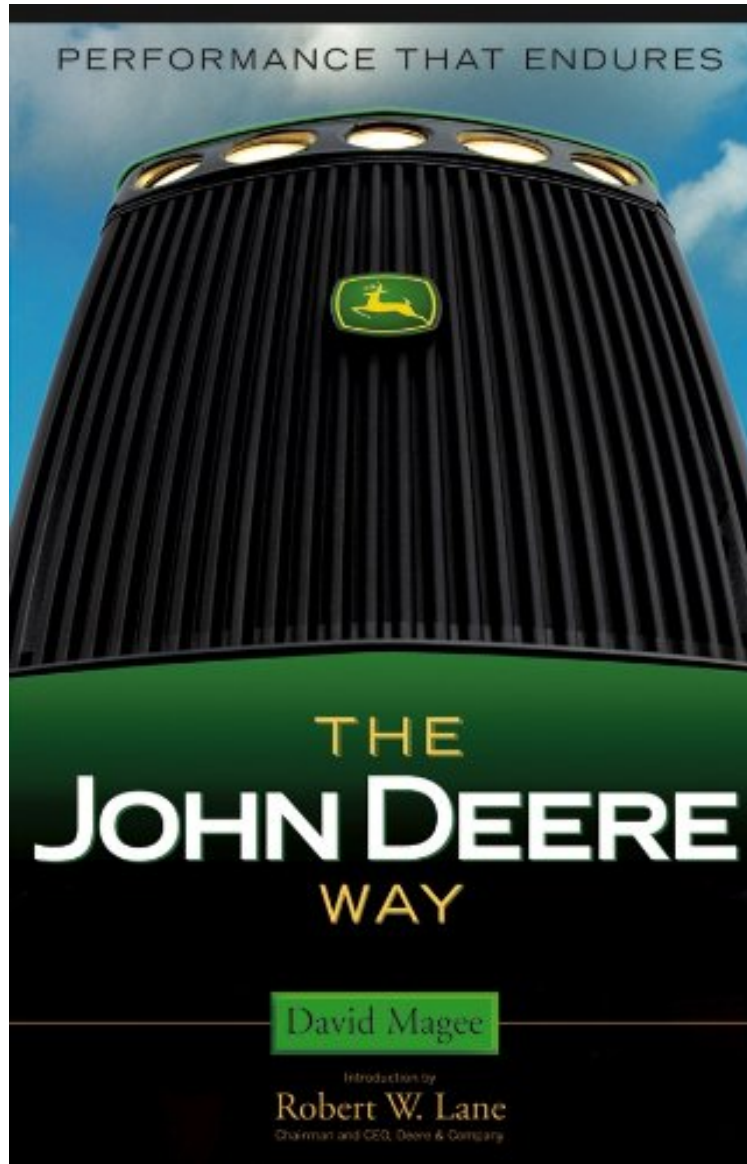


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The John Deere Way: Performance that Endures

David Magee

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The John Deere Way presents timeless business lessons from one of America's top brands. Even as many American manufacturers struggle with low-cost foreign competition, John Deere has not only prevailed, but increased its market share by offering superior quality products built tough and in accordance with time-tested business values.

This book shares the company's management principles and corporate values and shows how those values guide the company to increasingly greater success. For business owners and leaders who want to know what real long-term success constitutes—and how to achieve it—The John Deere Way is the only way.