The John Deere Way: Performance that Endures

David Magee


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DESCRIPTION

Timeless business lessons from an American giant

Few companies have stood the test of time like John Deere, one of the world's most beloved and trusted brands. Since blacksmith John Deere developed the first commercially successful self-scouring steel plow in 1837, the company has provided customers the right products at the right time. From its trademark green and yellow tractors of all sizes to the popular Gator™ utility vehicle, the company is the leading provider of equipment and services for those who love and work the land, from farms and fields to golf courses to suburban backyards.

The secrets to John Deere's enduring success go far beyond its well-known popular products, however. The John Deere Way examines the qualities that have led to the company's enduring performance, providing useful lessons for business managers and people in their everyday lives. These include:

- The importance of integrity
- All relationships must be win-win
- Grow on the strength of your roots
- Put your brand to work (and protect it at all costs)
- Create change through innovation
This straightforward insight into one of the world's greatest companies is a must-read for anyone who loves John Deere or is interested in learning how its commitment to simple-but-timeless values has led to more than a century-and-a-half of serving customers.

ABOUT THE AUTHOR

DAVID MAGEE is the author of five books, including Ford Tough: Bill Ford and the Battle to Rebuild America's Automaker and Endurance: Winning Life's Majors the Phil Mickelson Way, both from Wiley. He lives with his wife and three children on Lookout Mountain, Tennessee.

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