



More Than a Pink Cadillac

Jim Underwood

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Remarkable insight into the leadership culture of one of the world's largest cosmetics companies

It's no secret that Mary Kay Inc. -- home of the famous "Pink Cadillac" -- is one of the best run and most successful companies in the world, prompting Harvard professors and U.S. Government agencies to study what made the company a global phenomenon. But what many people may not realize is that Mary Kay is much more than a Pink Cadillac. While this widely recognized icon is a symbol of top performance, it stands for something greater - a way of doing business with a personal concern for people that has made Mary Kay a different kind of company. This book explains the methods and mindset that can bring the same kind of success to your organization.

More than a Pink Cadillac provides insights into a unique and extraordinarily successful business - one that grew out of, and is still founded upon, a simple set of powerful principles. It represents the first time the company has given an outside author -- Jim Underwood -- unlimited access to its employees and management. The principles he reveals in this book have already influenced the lives of hundreds of thousands of men and women around the world - and they can do the same for your organization.

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