



Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies

By Charles G. Koch

Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies, Charles G. Koch, In 1961, Charles Koch joined his father's Wichita-based company, then valued at \$21 million. Six years later, following his father's death, he was named chairman of the board and CEO of Koch Industries, Inc. Today, Koch Industries' estimated worth is \$100 billion - making it one of the largest private companies in the world. Koch exceeds the S&P 500's five-decade growth by 27-fold, and plans to double its value on average every six years. What exactly does this company do and why is it so remarkably profitable? While you won't find the Koch name on your stain-resistant carpet, stretch denim jeans, the connectors in your smartphone or your baby's ultra-absorbent diapers, Charles Koch's Market-Based Management(R) system, intended to generate good profit, drove these innovations and many more. Good profit results from products and services that customers vote for freely with their money; products that help improve people's lives. It results from a culture where employees are empowered to act entrepreneurially to discover customer preferences and the best ways to satisfy them. Good...



READ ONLINE
[3.02 MB]

Reviews

The most effective pdf i possibly read. It is amongst the most amazing publication i actually have go through. You are going to like the way the author publish this pdf.

-- **Chelsea Durgan PhD**

I actually started off looking over this pdf. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Mr. Bertrand Anderson DDS**