

The Maxxis Global Family: Achieving Long-Term Value for the Greater Good (Hardback)



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Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).

(Scottie Schroeder DDS)

THE MAXXIS GLOBAL FAMILY: ACHIEVING LONG-TERM VALUE FOR THE GREATER GOOD (HARDBACK)

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Marshall Cavendish International (Asia) Pte Ltd, Singapore, 2014. Hardback. Book Condition: New. Reprint. 229 x 152 mm. Language: English . Brand New Book. As President of Maxxis International for more than 20 years, Dr. Wally Chen has guided this multi-billion dollar corporation to a position as one of the world's top ten tyre companies. In *The Maxxis Global Family*, he shares his ideas on management, creating a strong international brand, and Triple 3 - the business philosophy that guides Maxxis stakeholders to success. Dr. Chen also relates how his experiences with employees, distributors and customers have taught him lessons that he applies every day in business and in life. *The Maxxis Global Family* is a must for anyone who seeks to combine a life of corporate success with integrity and humanity. In 2013, Maxxis International (Cheng Shin Rubber Ind. Co. Ltd) was named by Forbes as one of Asia's Fab 50 Companies for the second straight year.



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