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More Than a Pink Cadillac

Jim Underwood

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More Than A PINK CADILLAC



MARY KAY INC.'S
9 LEADERSHIP
KEYS TO SUCCESS

JIM UNDERWOOD
Preface by Richard C. Bartlett, Vice Chairman, Mary Kay Inc.

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I really enjoy all parts of this book. Very insightful and well written. Mary Kay Inc is a light in this darkness we walk around in and call life. My business has changed my life.

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.