



Cargill: From Commodities to Customers

Wayne G. Broehl Jr.

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This final volume of Wayne G. Broehl, Jr.'s Cargill trilogy brings the history of this large privately held company up to the present day, offering a unique and informative behind-the-scenes look at one of the world's premier agribusiness corporations. The story picks up in 1977 as Whitney MacMillan begins his stewardship of the company and as Cargill begins to work its way through issues of corporate governance, business restructuring, and generational transitions within the owning families. MacMillan leads the company through great growth, diversification, and globalization. Broehl also discusses the changes at Cargill under two non-family CEOs, Ernest Micek and Warren Staley. Together, they transform the organization from a commodity-oriented entity to a customer-focused one.

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