

The Value of Being Private:

The Economics and Politics of Manufacturing in an International Context



James F. Dicke II

CEO of Crown Equipment Corporation

Wed., February 22, 2017

7:30 pm

Wilson Governance Room
Scot Center

FREE AND OPEN TO THE PUBLIC

Anyone who has made an online purchase from Amazon or shopped in a local Walmart has likely come into contact with Crown Equipment Corporation. Forbes Magazine calls Crown's product "*the BMW of forklifts*" and notes the importance of material handling for firms that want to move products efficiently. Based in New Bremen, Ohio, but with significant manufacturing, distribution, and sales operations in Europe, Australia, and China, Crown represents a modern company with strong international ties. CEO James Dicke II discusses how Crown has been successful in navigating a complex international environment.

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