



From Lucky to Smart: Leadership Lessons from QuikTrip

By Chester Cadieux

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From Lucky to Smart: Leadership Lessons from QuikTrip is a thoughtful, down-to-earth book that addresses the broad range of business decisions that spanned 50 years of growth. From the trials of rapid expansion to the groundbreaking introduction of self-service fountain drinks, Cadieux honestly explores the importance of addressing constant changes in the marketplace. He also underscores the importance of recognizing that the people serving the public the store employees are the heart of the organization.

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Editorial Review

About the Author

Chester Cadieux was born and raised in Tulsa, Oklahoma. He earned a degree in Business Administration from the University of Oklahoma then immediately joined the U.S. Air Force. Four years later, Cadieux followed his entrepreneurial dream and co-founded QuikTrip. For the next forty-four years, he guided QuikTrip as President and CEO through a myriad of challenges as it successfully expanded into multiple states. Over the years, his business acumen and charitable spirit have been recognized by numerous awards and honors.

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