George Bernard Shaw be damned!

Youth isn't wasted on the young. And the young don't waste their time at Celanese.

Our top people are never old-fashioned about any new idea, whether it comes from middle management or from our youngest college grad. We have a master plan and the vitality to make it work. Marketing is way-out and zeroed right in. Finance knows that we have better things to do with our money than let it grow barnacles...shelled out $465 million in capital expenditures over the last 3 years. In the scientific department, we combine technical insight with an unusual grasp of marketing dynamics.

Thinking young explains how we chalked-up one of the most impressive corporate rebuilding jobs in recent history. How we turned what was basically a one-product business into a solid and diverse international corporation dealing in chemicals, miracle fibers, plastics, paints, petroleum and forest products. How we multiplied sales 5 fold in 10 years. How we now have 100 plants in the U.S., Canada, Latin America, Europe, Africa and Asia.

Possibly we could afford to relax a little. But success and the vitality to make it work. Marketing is way-out and zeroed right in. Finance knows that we have better things to do with our money than let it grow barnacles...shelled out $465 million in capital expenditures over the last 3 years. In the scientific department, we combine technical insight with an unusual grasp of marketing dynamics.

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