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by Walter E. Johnson, CCEP, CCEP-I

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In 1911, Walter Chrysler was offered \$6,000 to become a manager of a Buick automotive manufacturing plant.<sup>[1]</sup> At the time, Chrysler was employed by a railroad, and his annual salary was \$12,000. After acknowledging the General Motors' offer was half his current salary, he said, "Railroads are history; cars are the future." This was the start of the rapidly growing automotive industry.

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