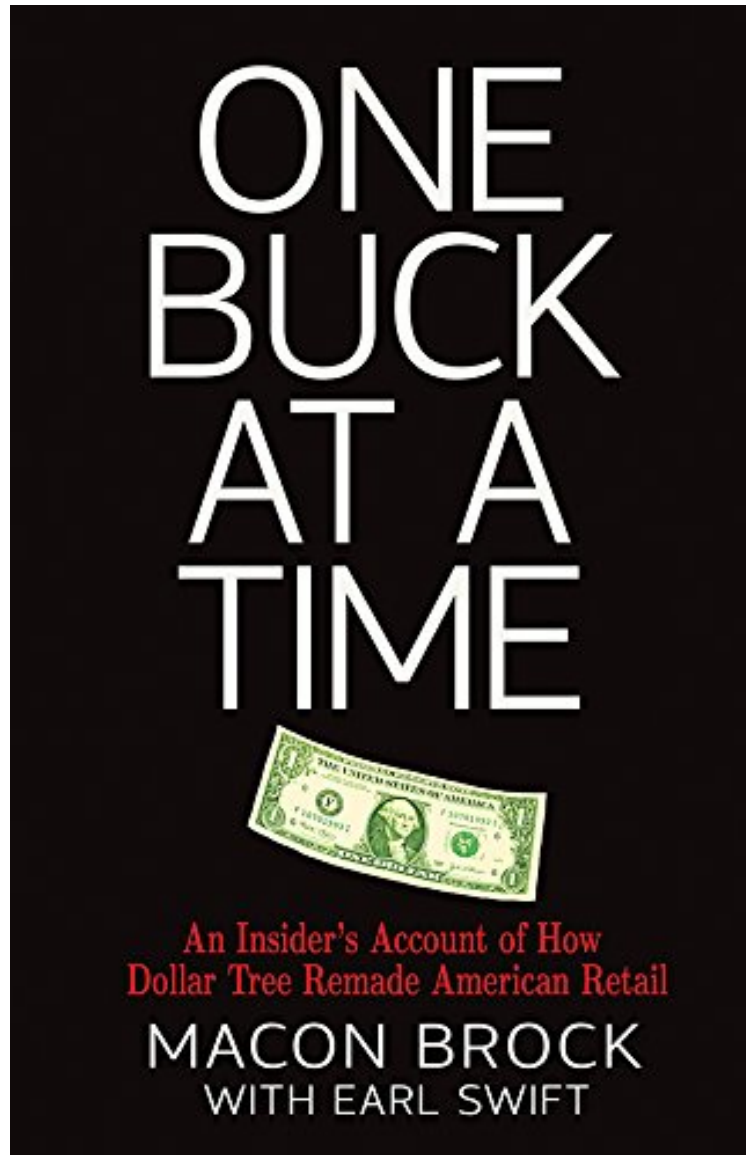


One Buck at a Time: An Insider's Account of How Dollar Tree Remade American Retail

Macon Brock, Earl Swift

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Macon Brock, Earl Swift : One Buck at a Time: An Insider's Account of How Dollar Tree Remade American Retail before purchasing it in order to gage whether or not it would be worth my time, and all praised One Buck at a Time: An Insider's Account of How Dollar Tree Remade American Retail:

8 of 8 people found the following review helpful. I could not put it down!By CustomerI did not have really high

expectations, after all, how exciting can a book on a dollar store be. However, once I got past the first fifteen pages, it was riveting, and due to the high detail nature of the stories, I felt like I was there, from the beginning of Dollar Tree. Yeah, I was bored with about the first 15 pages, wondering if this was going to get better, but once we were past Brocks childhood years, and into the meat and potatoes, it did not disappoint me. I even read it trying to put myself to sleep-however instead, it kept me reading, because I wanted to see what happened next...5 of 5 people found the following review helpful. Great Book!By HGWow what a great book! It was hard to put it down. Amazing what Dollar Tree went through in the early years to get where they are now.0 of 0 people found the following review helpful. Team Work at its BestBy Michael J. CaprioI grew up in Norfolk knew Macon Brock. I was the principal of the high school both of them attended.It was very interesting to see in detail what Ben Franklin/KK Toys/Dollar Tree has done over the last 60+ years. The Brocks are a perfect example of what happens to people when they works 24/7. As one reads in the book both were dedicated in putting a quality product like they accomplished in all their business endeavors.MUST read for all !

For over thirty years, Dollar Tree has succeeded at something the retail industry thought impossible: selling goods of surprising quality for no more than a dollar apiece, and in the process earning profits that defy common sense.In One Buck at a Time, company cofounder Macon Brock leads readers through the twisty path that saw Dollar Tree mushroom from a humble five-and-dime in Norfolk, Virginia, into one of the fastest-growing businesses in Americaone that today operates more than 14,000 stores, provides jobs for 165,000 people, and is climbing the Fortune 500.During every step of its growth, Dollar Tree has had to re-prove its concept to people who cant believe its success. Not long after entering the marketplace, the company faced a crisis of conscience. In view of inflation and pressure from suppliers, how long could it stick to its one-dollar price point? Would it have to abandon its founding principle and become just another Walmart competitor?Brock devised an experimenthe acquired a mixed bag of items Dollar Tree could sell for one dollar, for two dollars, for three and five, dumped them on a desk, and asked company officials to separate them into price piles.They couldnt do it. Even Brock was surprised.One Buck at a Time is an informal history of budget retail and a how-to on doing it right. Brock credits everyone from executives to store managers and associates for their devotion to a corporate culture of value and service. And yes, he paints an entertaining picture of how Dollar Tree fulfills its missionhow it scours the globe to maintain the all-important price point while fashioning a product mix that never fails to surprise and delight.

Part memoir, part retail history, and part growth management game plan, One Buck at a Time chronicles the roots, founders and development of a true American success story, Dollar Tree. In a candid and entertaining narrative, Mr. Brock describes the profound impact of principled, team-oriented leadership, a mission-driven culture, and a distinctive strategy within a highly competitive industry. In doing so, the book also captures Dollar Trees extraordinary transition from an entrepreneurial, essentially family business to a multi-billion-dollar, professionally managed corporation with enormous potential for future expansion. --Carl Zeithaml, Dean of the McIntire School of Commerce at the University of VirginiaFrom the Inside FlapFor over thirty years, Dollar Tree has succeeded at something the retail industry thought impossible: selling goods of surprising quality for no more than a dollar apiece, and in the process earning profits that defy common sense. In One Buck at a Time, company cofounder Macon Brock leads readers through the twisty path that saw Dollar Tree mushroom from a humble five-and-dime in Norfolk, Virginia, into one of the fastest-growing businesses in Americaone that today operates more than 14,000 stores, provides jobs for 165,000 people, and is climbing the Fortune 500. During every step of its growth, Dollar Tree has had to re-prove its concept to people who can't believe its success. Not long after entering the marketplace, the company faced a crisis of conscience. In view of inflation and pressure from suppliers, how long could it stick to its one-dollar price point? Would it have to abandon its founding principle and become just another Walmart competitor? Brock devised an experimenthe acquired a mixed bag of items Dollar Tree could sell for one dollar, for two dollars, for three and five, dumped them on a desk, and asked company officials to separate them into price piles. They couldn't do it. Even Brock was surprised. One Buck at a Time is an informal history of budget retail and a how-to on doing it right. Brock credits everyone from executives to store managers and associates for their devotion to a corporate culture of value and service. And yes, he paints an entertaining picture of how Dollar Tree fulfills its missionhow it scours the globe to maintain the all-important price point while fashioning a product mix that never fails to surprise and delight.About the AuthorA former Marine Corps captain and Naval Intelligence officer, Macon Brock cofounded Dollar Tree in 1986. He served as CEO from 1993 to 2003 and continues today as chairman of the board of directors.Earl Swift is a residential fellow of the Virginia Foundation for the Humanities at the University of Virginia and the author of five previous books.