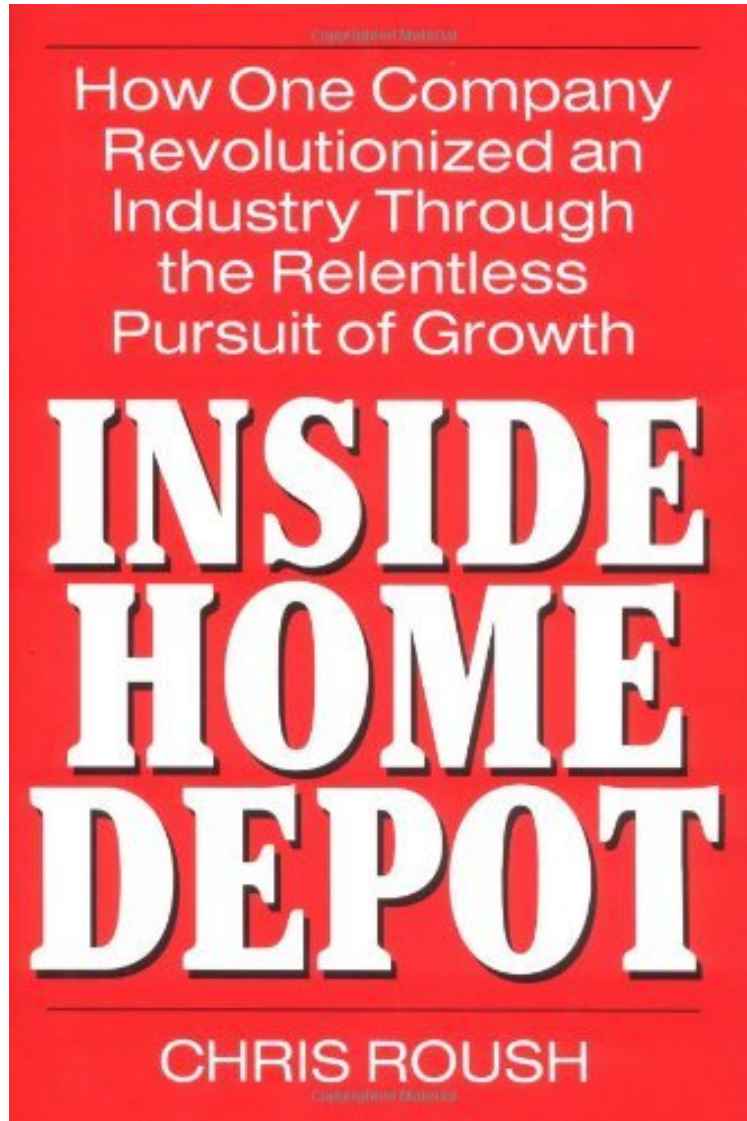


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Inside Home Depot

Chris Roush

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Chris Roush : Inside Home Depot before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside Home Depot:

0 of 1 people found the following review helpful. Inside Home DepotBy Anthony A. VitoloThis book should be required reading for all High School seniors...It would be nice to see pictures of Bernie Marcus and Arthur Blank in the hall ways. They are two great American business heroes.....0 of 0 people found the following review helpful. Well written and not a complete apologiaBy David L. SherzerI have no idea if people are still searching for this book, given that it's pretty old. But I enjoyed it. I have read several books in the "How XX Company has been successful" genre, and this was one of the more well done ones. He comes from a journalism background, so the

writing is very clear, crisp, and concise. You can also tell throughout the book that he has interviewed and consulted many sources, which is a strength. You never get the sense that you are getting a single person (or party's) slant on things. I think the early parts of the book are stronger than later parts in terms of homing in on broad themes -- one of which being the connection between the company's culture of training to its success. Some of the later parts of the book lapse into list-making in terms of just dryly describing random initiatives of the company that aren't as critical the Big Story of how Home Depot got to where it is. Overall, an interesting and well-written read. 11 of 12 people found the following review helpful. A good behind-the-scenes objective take on HDBY Customer. Although I'm not an HD fanatic or investor, I found this book a good account of what makes this company tick. Given that it was done without the founders' cooperation, that is an even more amazing feat. I disagree that the book reads poorly; on the contrary, I found it an quick read, well organized and on point. Highly recommended.

"Reads like a novel, yet serves as a how-to guide for creating a customer culture and marketing strategies that wow Wall Street...I recommend this book as priority reading for all retail executives." Kurt Barnard, President, Barnard Retail Trend Report and Barnard's Retail Consulting Group. Admirers, competitors, industry and Wall Street analysts alike are intrigued with the question of what makes Home Depot so special. What, exactly, does this giant do that so clearly distinguishes it from the competition? How does Home Depot culture and customer service work? And, most importantly, what lessons can every business learn from the Home Depot example? INSIDE HOME DEPOT takes you behind the scenes to discover the secrets of success of this retail giant how, in just twenty years, Home Depot has not only changed the way hardware is sold, Home Depot has also elevated the superstore concept to a new level of success, inspiring both admiration and fear in the retail community. Relying on inside access to Home Depot's training programs, interviews with key employees both past and present, and meticulous investigative journalism, Pulitzer Prize nominated journalist Chris Roush presents the first uncensored book about how this company has become so successful, and isolates the practical lessons that readers can apply to any industry.

.com Chris Roush nails down Home Depot in this unauthorized portrayal of the retailing titan. Inside Home Depot shows how cofounders Bernie Marcus and Arthur Blank over the past 20 years built their business from two stores in Atlanta into 650 outlets--the world's largest home-improvement retail chain. Roush, a veteran business reporter, finds that much of Home Depot's astonishing financial success comes from its strong "bleeding orange" culture. Home Depot fosters loyalty among workers with the best pay in the industry, generous stock-purchase plans, and first-rate training in home improvement and customer service. Incredibly enough, Blank, the company's chief executive, still spends a third of his time personally training employees--unthinkable for any other CEO of a multibillion-dollar company. Roush also examines plenty of defects. Home Depot was so macho that it could be a house of horrors early on for its women employees: the company paid \$104.5 million to settle sexual-discrimination lawsuits. The author points out that the company's hegemony is threatened by competitors like Lowe's and community activists who fear that Home Depot means suburban sprawl and schlock. Nevertheless, Roush predicts that Big Orange, which is experimenting with new home-design and rural stores, will become even more ubiquitous in the future: Home Depot has only just begun to build itself into a retail power. With each customer that enters its orange-colored doors and walks its vast aisles, buying do-it-yourself items to repair roofs and fix leaky faucets, Home Depot hammers away. Business managers, investors and customers of Home Depot will enjoy reading this inside story about one of America's top-10 retailers. --Dan Ring "Chris Roush nails down Home Depot in this unauthorized portrayal...business managers, investors and customers of Home Depot will enjoy reading this inside story about one of America's top-10 retailers." (.com 1999-01-27)Strictly Speaking: Reid Buckley's Indispensable Handbook on Public Speaking (McGraw-Hill, June). (Publisher's Weekly 1999-01-19)"...Journalistic fairness prevails in this chronicle of a successful enterprise." (Booklist 1999-01-15)"...A positive story of successful company...Roush's insight into the psche [of Home Depot] is very revealing. The book's research appears quite thorough..." (The Atlanta Business Chronicle 1998-10-13)"...His objective, well-documented, and easy-to-read account details how a corporate culture...is successful..." (Library Journal 1998-01-06)About the AuthorPulitzer Prize nominated journalist Chris Roush is currently a business reporter for Bloomberg News. He became an expert on the inside operations of Home Depot while a reporter for The Atlanta Journal-Constitution where he covered Coca-Cola and Home Depot, as well as the whole retail industry. It was his reporting on consumer issues that won him a Pulitzer Prize nomination in 1993 by the Tampa Tribune. He was also nominated for the Livingston Award by the Atlanta Journal-Constitution for his reporting on business issues. Roush has also worked for Business Week and the Sarasota Herald-Tribune.