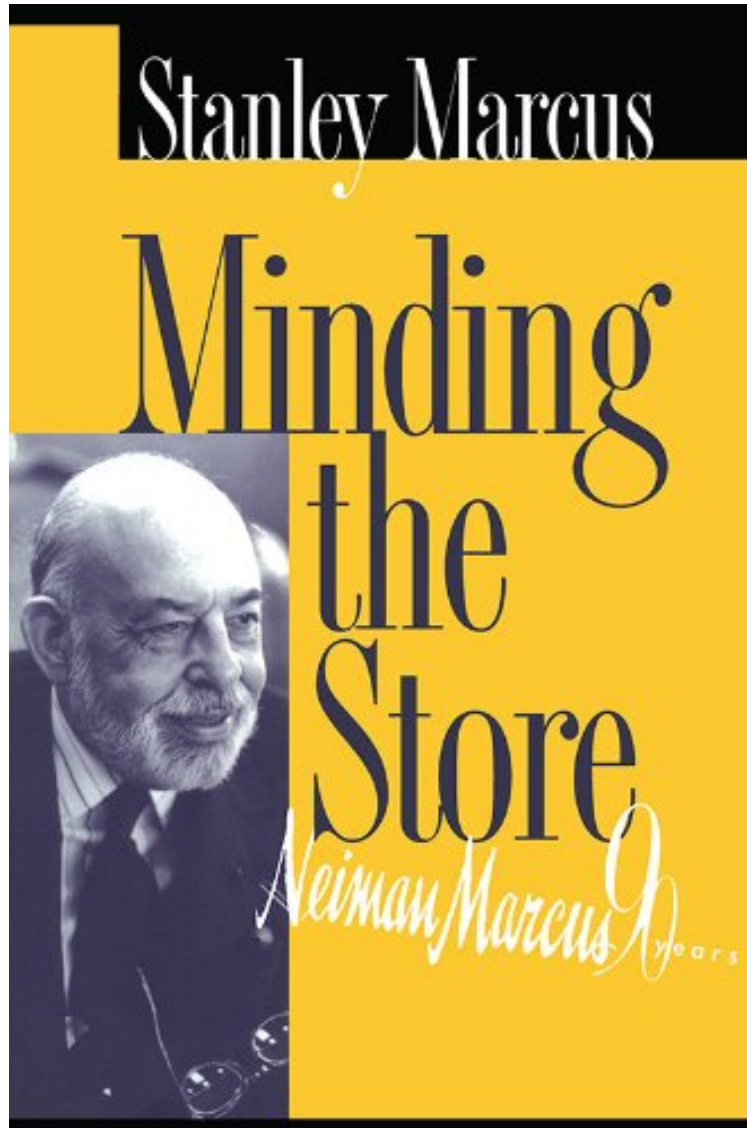


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Minding the Store

Stanley Marcus

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Stanley Marcus : Minding the Store before purchasing it in order to gauge whether or not it would be worth my time, and all praised Minding the Store:

1 of 1 people found the following review helpful. Great look at an iconic store, but need to ignore the diving in to old cold war politics By curtismchale This is the story of the fabled Neiman Marcus specialty store in Dallas. From the point of view of Stanley Marcus we get to see the retail giant his father and aunt established and which he took over upon his father's passing then passed to one of his sons when he was ready to step back. The first 60% is mainly devoted to the history of the store. No sale is a good sale for the store unless it is a good but for the customer. That is the guiding principle of the store which is able to sell \$25k fur coats and \$30 dresses. They make no distinction

between either of those customers and are just as likely to charter a plane to fix the problems of either client. Having worked in a family run business the most fascinating talk was of how they let family work their without them assuming any unearned authority. There are lots of great teachable moments for anyone that serves customers in this history of the store. Now the final bit wasn't for me. It includes personal observations about which fashion designers are easy or hard to work with. Some history on the Dallas economy and teaching you how to collect art. That may apply to some people, but that wasn't me. I'd read the first 60% again since I'm sure I'd pick up a bunch of other great tips on running a service based business. 0 of 0 people found the following review helpful. I thoroughly enjoyed. By Beckyw Fascinating read if you're interested in U.S. history, merchandising, Dallas-ology, etc. I thoroughly enjoyed. 0 of 0 people found the following review helpful. A great chronicle of the beginnings of Neiman Marcus and its ... By Maria Rosario Angela S. Honrado A great chronicle of the beginnings of Neiman Marcus and its growth into a major US luxury department store. Full of insights from Stanley Marcus' experiences on the selling floor--an excellent addition to the education of any retailer and any business person for that matter

There is never a good sale for Neiman Marcus unless it's a good buy for the customer. That was one of the first declarations of business philosophy I heard my father, Herbert Marcus, make soon after I came to work at Neiman Marcus in 1926. Thus began the 1974 edition of *Minding the Store*. Reprinted in hardcover in 1997 to celebrate the 90th anniversary of Neiman Marcus, it is now available for the first time in paperback and ebook. Mr. Marcus has spent most of his life not only in helping to create a retailing enterprise renowned throughout the world as the epitome of quality, but also in setting high standards for the level of taste of all who desire "the better things in life." In doing so he has played a key role in making Dallas itself a success. "Mr. Stanley," as he is affectionately called by all his Neiman Marcus friends and associates, has made The Store a legendary success. Although he retired from active involvement in Neiman Marcus in 1977, the influences of the philosophies of business he developed remain an important part of the training of Neiman Marcus personnel. Those basic principles--best exemplified by his belief in his father's business philosophy--are the reasons Neiman Marcus is today recognized as the taste leader of American retailing. *Minding the Store* is a warm portrait of a man and an exuberant celebration of the store that has become the best-known landmark in Texas since the Alamo.

"A treasure chest of sheer pleasure." -- Publishers Weekly "An opulent story that only an insider could tell!" -- New York Times "Fascinating.... A success story that has become the stuff of legend!" -- Cincinnati Post "One of the success stories of our time... sparkling and enthralling!" -- Christian Science Monitor "The delightful story of a man and a store!" -- Atlanta Constitution From the Publisher "There is never a good sale for Neiman Marcus unless it's a good buy for the customer... was one of the first declarations of business philosophy I heard my father, Herbert Marcus, make soon after I came to work at Neiman Marcus in 1926. It was reiterated so many times that it became established as an article of faith in my mind.... This was his way of practicing the Golden Rule, and now, almost seventy years since the founding of Neiman Marcus, the same policy prevails." Thus began the 1974 edition of *Minding the Store* and thus begins this 1997 facsimile edition, published in celebration of the 90th Anniversary of Neiman Marcus. Mr. Marcus has spent most of his life not only helping to create a retailing enterprise renowned throughout the world as the epitome of quality, but also in setting high standards for the level of taste of all who desire "the better things in life" and in doing so has played a key role in making Dallas itself a success. "Mr. Stanley," as he is affectionately called by all his Neiman Marcus friends and associates, has made Neiman Marcus a legendary success. Although he retired from active involvement in Neiman Marcus in 1977, the influences of the philosophies of business he developed remain an important part of the training of Neiman Marcus personnel. Those basic principles--best exemplified by his belief in his father's business philosophy--are the reasons Neiman Marcus is today recognized as the taste leader of American retailing. *Minding the Store* is a warm portrait of a man and an exuberant celebration of the store that has become the best-known landmark in Texas since the Alamo. About the Author STANLEY MARCUS, Chairman Emeritus of the Neiman Marcus stores, received a B.A. degree from Harvard University and also attended Harvard Business School. A noted lecturer who published fine press miniature books out of The Somesuch Press, he wrote *Minding the Store*, *Viewpoints of Stanley Marcus*, and *Stanley Marcus from A to Z* all from the University of North Texas Press.