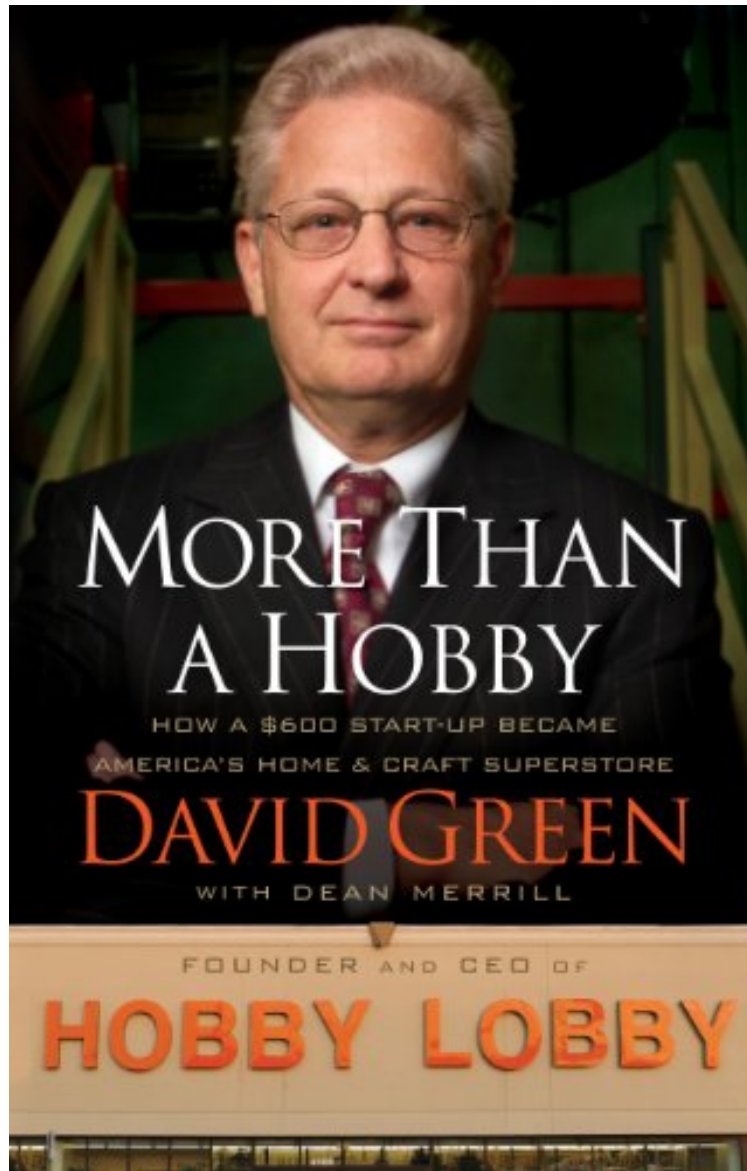


(Download free pdf) More Than a Hobby: How a \$600 Startup Became America's Home and Craft Superstore

More Than a Hobby: How a \$600 Startup Became America's Home and Craft Superstore

David Green

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David Green : More Than a Hobby: How a \$600 Startup Became America's Home and Craft Superstore before purchasing it in order to gage whether or not it would be worth my time, and all praised More Than a Hobby: How a \$600 Startup Became America's Home and Craft Superstore:

3 of 3 people found the following review helpful. I'd work for this man in a heartbeat!By C. E. GregoryI admire this

man! This book is a must read for anyone in business where management is driving you nuts with unreasonable and questionable decisions that are counterproductive to growth and success. Much of what Mr. Green explains is good old common sense, which unfortunately is no longer so common! Ethical and family oriented - that is why Hobby lobby has been so successful. Greed and mismanagement has become so imbedded in many businesses, and in the long run it ruins once great companies. Go back to the basics and run a company which values its employees for what they contribute and see how productivity increases and how employee happiness grows. Having people that want to work for you is a key to success. To often we see companies who browbeat their people and take them for granted, forgetting that if it weren't for these people, they would not be in business. I am recommending this book to everyone I know, and I am going to read it a second time so that I absorb more of his wisdom. PS - it's a great place to shop also!

8 of 8 people found the following review helpful. Great Book !!!!By Gabriell stumbled on an article on Mr. Green on Forbes Magazine and followed through with reading his book. I was greatly blessed by it especially on the application of his faith to work. I am equally delighted that people who do not share the same religious belief as his can work for him as long as they share the same work ethics. The book has great insights into what makes a great retail chain (ambience, right stocking, accessibility etc) and his views on a number of retail practices. Mr. Green is a contrarian but he has reasons convictions for his views and he outlines them in his book. He is decisive and follows through with his decisions (paying \$300,000 for over 10 years for a facility Hobby Lobby is not using instead of renting it out to a liquor chain). I am also impressed that he can work with people of different generations (his children and nephews). Certainly this is a great book on how business out to be run

3 of 3 people found the following review helpful. humility and hard workBy Johan SulaimanMr. Green is not your ordinary CEO, and Hobby Lobby is not your ordinary retail company. You quickly get this sense from the get go, as he recounted his rise from an unspectacular, exceedingly shy elementary student, to store handyman, store manager, and finally an owner of a \$1.4 billion dollars operation. Along the way he nearly picks up everything that would categorize a businessman as a success: spectacular growth, stable family business with family members actively working for the company, and community impact. All except a college degree. Good insights in this book about running a company with strong distinct values of integrity first, and then hard work, while at the same time impacting the community with moves such as putting out Christian ads in newspapers every Christmas and Easter, close on Sundays, closing stores an hour earlier daily for better work/life balance to workers, and generating various community building organizations (I did not know Hobby Lobby is behind Every Tribe Entertainment that produces "End of the Spear"!). Green's business formula is not novel nor complicated, for example for a retailer the size of HL barcodes are still not instituted, and they seem to get by fine without. Refreshing proof that basic, bread-and-butter business common sense, strong principles, and execution can still thrive in today's economy.

The retail industry has undergone enormous changes during the last thirty years. But there is one retailer that not only has remained consistent in the fluctuating?even tenuous?market, but also has grown in the process. More Than a Hobby takes you inside the story of David Green, the man who built the phenomenal success of Hobby Lobby. Green went beyond surviving in a competitive retail market to thriving, ultimately expanding his \$600 start-up company into a \$1.3 billion per-year enterprise. Green's incredible accomplishments were based not on business-school theory but on his grassroots experiences as a store manager and his creative application of cutting edge ideas, including:

- Allow managers to spend no more than thirty minutes per day on paperwork
- Instead of paying a middleman, assemble as much of the product as possible in-house
- Give buyers the freedom to purchase without restraint
- but within the realm of common sense
- Keep God and family first

More Than a Hobby is a practical field manual, filled with revolutionary ideas for all those who dream of success in the world of retail business.