

Inside Home Depot

Content

Inside Home Depot by Chris Roush.

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"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.

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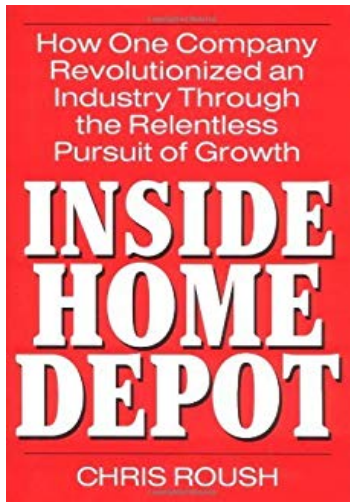
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