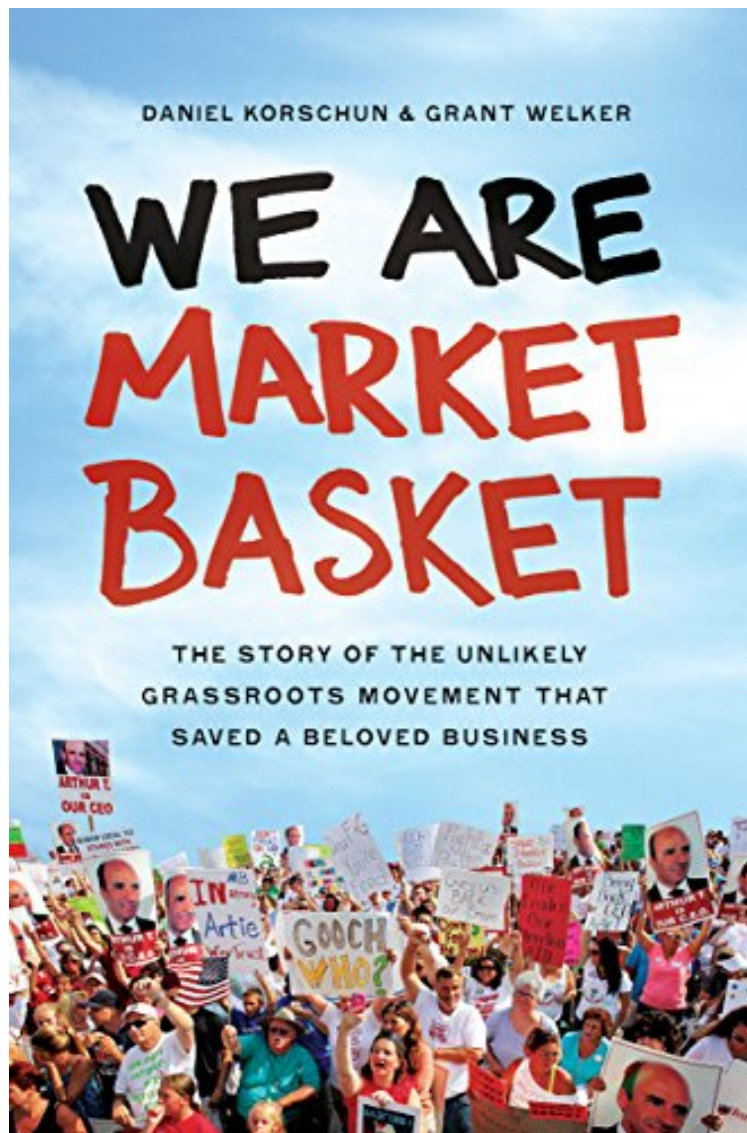


[E-BOOK] We Are Market Basket: The Story of the Unlikely Grassroots Movement That Saved a Beloved Business

## We Are Market Basket: The Story of the Unlikely Grassroots Movement That Saved a Beloved Business

*Daniel Korschun, Grant Welker*  
ePub | \*DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#136737 in eBooks 2015-08-15 2015-07-15 File Name: B00TRF2LLK | File size: 72.Mb

**Daniel Korschun, Grant Welker : We Are Market Basket: The Story of the Unlikely Grassroots Movement That Saved a Beloved Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised We Are Market Basket: The Story of the Unlikely Grassroots Movement That Saved a Beloved Business:

2 of 2 people found the following review helpful. A Must Read For Anyone With A ConscienceBy Mike OchsThis isn't the story of a family feud, it's not the story of a multi-billion dollar corporation, and it's not the story of a power

struggle for control. OK, of course it is, but it's so much more. This is the quintessential story of us, human beings. This is a story of what we all want to believe exists: that we have value and how we can all interact and benefit from a common source. The authors capture the essence of what this story is in truth; a story of people helping people for common good all wrapped up in a good vs. evil, greed vs. conscience, responsibility vs. profit and gain tale where the good guys actually do win in real life. This story proves that companies can exist to make profit and enrich the lives of those who work for, buy from and sell to without selling their collective souls. It can work and it was proven in the summer of 2014 by a supermarket chain of all things.<sup>3</sup> of 3 people found the following review helpful. Love the story  
By vgwicker Love the story. Great writing. This story is an anomaly in labor and management relations and will be an excellent business case for encouraging authentic business practices in a world of quarter-to-quarter concerns on Wall Street. Cannot wait to see the next chapters unfold in real life!<sup>4</sup> of 4 people found the following review helpful. As one of the many loyal Market Basket customers who ...  
By Joanne W. As one of the many loyal Market Basket customers who has always supported Arthur T. and his Market Basket family, I found this to be an accurate, well written book...Something everyone should read.

Winner of the 800-CEO-READ award for best general business book of the year! Forbes's 15 Best Business Books of 2015 What if a company were so treasured and trusted that people literally took to the streets--by the thousands--to save it? That company is Market Basket, a popular New England supermarket chain. After long-time CEO Arthur T. Demoulas was ousted by his cousin Arthur S. Demoulas, the company's managers and rank-and-file workers struck back. Risking their own livelihoods to restore the job of their beloved boss they walked out, but they didn't walk far. At huge protest rallies, they were joined by loyal customers--leaving stores empty. Suppliers and vendors stopped deliveries--rendering shelves bare. Politicians were forced to take sides. The national media and experts were stunned by the unprecedented defense of an executive. All openly challenged the Market Basket board of directors to make things right. And, in the end, they prevailed. With its arresting firsthand accounts from the streets and executive suites, *We Are Market Basket* is as inspiring as it is instructive. What is it about Market Basket and its leader that provokes such ferocious loyalty? How does a company spread across three states maintain a culture that embraces everyone--from cashier to customer--as family? Can a company really become an industry leader by prioritizing stakeholders over shareholders? Set against a backdrop of bad blood and corporate greed, *We Are Market Basket* is, above all, a page-turner that chronicles the epic rise, fall, and redemption of this iconic and uniquely American company. Note: There are links to media content within the text of this EBook which may not work on all reading devices.

"Inspiring and drama-filled, this rendition of the Market Basket story will captivate readers and reaffirm the belief that corporate success can be achieved by treating people fairly." Publishers Weekly  
From the Inside Flap "Few case studies uncover more vivid leadership lessons than Market Basket. I salute the authors for exploring this remarkable story of a family-owned business, the employees who fought for it, and the delicate balance between culture and success." ~Bill McDermott, CEO, SAP, and author of *Winners Dream: A Journey from Corner Store to Corner Office*  
A meaningful workplace can unify and motivate employees; this book shows how powerful that effect can be. Interviews with many of the key players provide a rare window into a fascinating event. ~Adam Grant, Wharton professor and New York Times bestselling author of *Give and Take* "...a well-researched, well-analyzed case study of a fascinating company."  
~Robert S. Scalea, Former Chairman and CEO, Brand Union/WPP "...captures the heart and soul of this powerful movement in exquisite detail, and is a case study like no other in authentic leadership and advocacy. ~Christa Carone, Former Chief Communications Officer, Fidelity "...a bold and inspiring example of the powerful effects of responsible management." ~C.B. Bhattacharya, Professor, European School of Management and Technology " Read this book and you will understand what good management really is all about!" ~Sandra Waddock, Professor and Carroll School Scholar of Corporate Responsibility  
From the Back Cover Blood makes you related, but loyalty makes you family. What if a company were so treasured and trusted that people literally took to the streets--by the thousands--to save it? That company is Market Basket, a popular New England supermarket chain. After long-time CEO Arthur T. Demoulas was ousted by his cousin Arthur S. Demoulas, the company's managers and rank-and-file workers struck back. Risking their own livelihoods to restore the job of their beloved boss, they walked out, but they didn't walk far. At huge protest rallies, they were joined by loyal customers--leaving stores empty. Suppliers and vendors stopped deliveries--rendering shelves bare. Politicians were forced to take sides. The national media and experts were stunned by the unprecedented defense of an executive. All openly challenged the Market Basket board of directors to make things right. And, in the end, they prevailed. With its arresting firsthand accounts from the streets and executive suites, *We Are Market Basket* is as inspiring as it is instructive. What is it about Market Basket and its leader that provokes such ferocious loyalty? How does a company spread across three states maintain a culture that embraces everyone--from cashier to customer--as family? Can a company really become an industry leader by prioritizing stakeholders over shareholders? Set against a backdrop of bad blood and corporate greed, *We Are Market Basket* is, above all, a

page-turner that chronicles the epic rise, fall, and redemption of this iconic and uniquely American company.