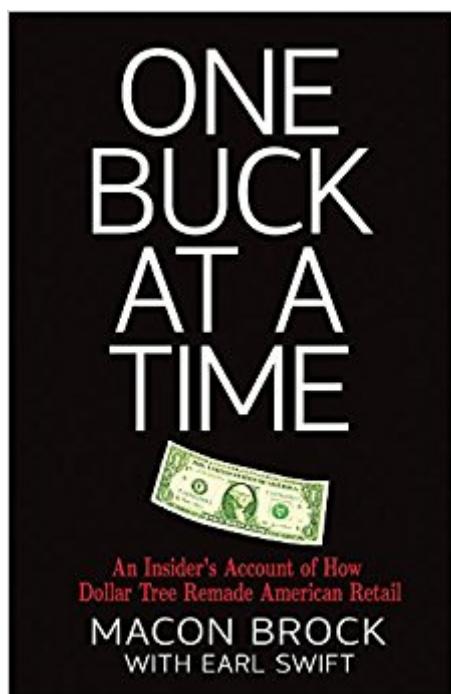


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One Buck At A Time: An Insider's Account Of How Dollar Tree Remade American Retail



Synopsis

For over thirty years, Dollar Tree has succeeded at something the retail industry thought impossible: selling goods of surprising quality for no more than a dollar apiece, and in the process earning profits that defy common sense. In *One Buck at a Time*, company cofounder Macon Brock leads readers through the twisty path that saw Dollar Tree mushroom from a humble five-and-dime in Norfolk, Virginia, into one of the fastest-growing businesses in America— one that today operates more than 14,000 stores, provides jobs for 165,000 people, and is climbing the Fortune 500. During every step of its growth, Dollar Tree has had to re-prove its concept to people who can't believe its success. Not long after entering the marketplace, the company faced a crisis of conscience. In view of inflation and pressure from suppliers, how long could it stick to its one-dollar price point? Would it have to abandon its founding principle and become just another Walmart competitor? Brock devised an experiment—he acquired a mixed bag of items Dollar Tree could sell for one dollar, for two dollars, for three and five, dumped them on a desk, and asked company officials to separate them into price piles. They couldn't do it. Even Brock was surprised. *One Buck at a Time* is an informal history of budget retail and a how-to on doing it right. Brock credits everyone from executives to store managers and associates for their devotion to a corporate culture of value and service. And yes, he paints an entertaining picture of how Dollar Tree fulfills its mission— how it scours the globe to maintain the all-important price point while fashioning a product mix that never fails to surprise and delight.

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Customer Reviews

Part memoir, part retail history, and part growth management game plan, *One Buck at a Time* chronicles the roots, founders and development of a true American success story, *Dollar Tree*. In a candid and entertaining narrative, Mr. Brock describes the profound impact of principled, team-oriented leadership, a mission-driven culture, and a distinctive strategy within a highly competitive industry. In doing so, the book also captures *Dollar Tree*'s extraordinary transition from an entrepreneurial, essentially family business to a multi-billion-dollar, professionally managed corporation with enormous potential for future expansion. --Carl Zeithaml, Dean of the McIntire School of Commerce at the University of Virginia

For over thirty years, *Dollar Tree* has succeeded at something the retail industry thought impossible: selling goods of surprising quality for no more than a dollar apiece, and in the process earning profits that defy common sense. In *One Buck at a Time*, company cofounder Macon Brock leads readers through the twisty path that saw *Dollar Tree* mushroom from a humble five-and-dime in Norfolk, Virginia, into one of the fastest-growing businesses in Americaone that today operates more than 14,000 stores, provides jobs for 165,000 people, and is climbing the Fortune 500. During every step of its growth, *Dollar Tree* has had to re-prove its concept to people who can't believe its success. Not long after entering the marketplace, the company faced a crisis of conscience. In view of inflation and pressure from suppliers, how long could it stick to its one-dollar price point? Would it have to abandon its founding principle and become just another Walmart competitor? Brock devised an experimenthe acquired a mixed bag of items *Dollar Tree* could sell for one dollar, for two dollars, for three and five, dumped them on a desk, and asked company officials to separate them into price piles. They couldn't do it. Even Brock was surprised. *One Buck at a Time* is an informal history of budget retail and a how-to on doing it right. Brock credits everyone from executives to store managers and associates for their devotion to a corporate culture of value and service. And yes, he paints an entertaining picture of how *Dollar Tree* fulfills its missionhow it scours the globe to maintain the all-important price point while fashioning a product mix that never fails to surprise and delight.

I did not have really high expectations, after all, how exciting can a book on a dollar store be. However, once I got past the first fifteen pages, it was riveting, and due to the high detail nature of the stories, I felt like I was there, from the beginning of *Dollar Tree*. Yeah, I was bored with about the first 15 pages, wondering if this was going to get better, but once we were past Brocks childhood

years, and into the meat and potatoes, it did not disappoint me. I even read it trying to put myself to sleep-however instead, it kept me reading, because I wanted to see what happened next...

Wow what a great book! It was hard to put it down. Amazing what Dollar Tree went through in the early years to get where they are now.

Excellent account of the formation of an iconic American business , with lots of details about the people who were there from day one .Many details about the family members who provided the basis from which it sprang are included !

Having grown up down the street from the Perry's, I found this story fascinating. We all grew up hanging out at Ward's Corner and in Ben Franklin. Doug was like my brother and Joanie was the pretty, sweet girl I looked up to, and still do. Mr. Perry drove me to school and Mrs. Perry taught me to sew. I used to baby sit Kathryn Brock during those years when Macon was in Viet Nam. Everyone who grew up with the Perry's is so proud of the family's success and continued humility and generosity. I ran into Macon in my local Dollar Tree "buying batteries", he said. Yeah, right. He was scoping the place out.Thank you, Macon Brock, for writing this book because it needed to happen so the story won't be forgotten.

Very interesting read. Good story sprinkled with occasional tidbits of business, just enough to make readers understand the struggles without too much details--details that a business student would love but occ readers don't need.

The book was very well written and very engaging. Also, very informative. Remarkable man.

Great book, I couldn't put it down! A very personal story how a family and friends were able to make retail history. Good guys can finish first.

An outstanding read for all retailers, but also a very inspirational personal story of a quest for success. Also I might add, an encouraging account of love and family.

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One Buck at a Time: An Insider's Account of How Dollar Tree Remade American Retail Buck, Buck, Moose: Recipes and Techniques for Cooking Deer, Elk, Moose, Antelope and Other Antlered

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