



## DOWNLOAD FREE Built from Scratch: How a Couple of Regular Guys Grew The Home Depot from Nothing to \$30 Billion - Bernie Marcus

### Detail Book:

- **Title:** Built from Scratch: How a Couple of Regular Guys Grew The Home Depot from Nothing to \$30 Billion
- **Author:** Bernie Marcus
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### Book Synopsis:

When a friend told Bernie Marcus and Arthur Blank that, "You've just been hit in the ass by a golden horseshoe," they thought he was crazy. After all, both had just been fired. What the friend, Ken Langone, meant was that they now had the opportunity to create the kind of wide-open warehouse store that would help spark a consumer revolution through low prices, excellent customer service, and wide availability of products. *Built from Scratch* is the story of how two incredibly determined and creative people—and their associates—built a business from nothing to 761 stores and \$30 billion in sales in a mere twenty years. *Built from Scratch* tells many colorful stories associated with The Home Depot's founding and meteoric rise; shows that a company can be a tough, growth-oriented competitor and still maintain a high sense of responsibility to the community; and provides great lessons useful to people in any business, from start-ups to the Fortune 500.

**Great Stories** "Ming the Merciless": The inside account of the man who fired Arthur Blank and Bernie Marcus "My people don't drive Cadillacs!" How Ross Perot almost got involved with The Home Depot "Take this job and shove it!" The banker who put his career on the line to get The Home Depot the loan that enabled it to survive "Folks, I tell ya, if these Atlanta stores were any bigger, we'd be paying Alabama sales tax." Home Depot's first good ol' southern advertising campaign

**A Company with a Conscience** When disasters like the Oklahoma City bombing or Hurricane Andrew happen, Home Depot associates don't ask for permission to respond. They react from their hearts—whether that means keeping their store open all night or being on the scene with volunteers and relief supplies. The Home Depot doesn't just contribute money to organizations like Habitat for Humanity and Christmas in April, but also provides its people to help lead and grow these community efforts.

**Great Lessons** Know your customer: In The Home Depot's case, customers don't pay for wider aisles and a pretty store, but for a wide assortment and low prices Why everyday low prices mean more sales overall: The marketing philosophy The Home Depot learned from talking with Sam Walton Market leadership: Why The Home Depot never goes to a major new market with plans to open just a few stores The strategy for profitable growth: How The Home Depot redefined its U.S. market from its \$135 billion traditional "do-it-yourself" base to a much larger pond of \$365 billion How to change the rules of the game: How The Home Depot bypassed almost all middlemen, allowing it to pass on huge savings to customers *Built from Scratch* is the firsthand account of how two regular guys created one of the greatest entrepreneurial successes of the last twenty years. Bernie Marcus is a cofounder of The

Home Depot and currently serves as chairman of the board. From the company's inception until 1997, he served as CEO. With his wife, Billie Marcus, he founded the Marcus Developmental Resource Center, which provides support services for mentally impaired children and their parents. He sits on many boards of directors, including the New York Stock Exchange, and participates in many civic organizations, including the City of Hope, a cancer research center. Arthur Blank is a cofounder of The Home Depot and is the company's president and CEO. He serves on the board of trustees of several organizations, including the North Carolina Outward Bound School, the Carter Center, Emory University, and the National Conference of Christians and Jews. He was inducted into the Babson College Academy of Distinguished Entrepreneurs and was honored by the City of Hope for his fund-raising leadership. Bob Andelman lives with his wife and daughter in St. Petersburg, Florida, and has collaborated on many bestselling business books, including *Mean Business* and *The Profit Zone*.