



Quest for the Best

Stanley Marcus

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Who better to know what is “the best” than the man who made Neiman Marcus synonymous with excellence for more than fifty years? The sequel to *Minding the Store*, *Quest for the Best* outlines Marcus’s philosophy of what constitutes the best in goods and services and how to receive it. Marcus describes how increased labor costs and the disappearance of family-owned businesses into the pockets of corporate giants have led to an institutionalized indifference to quality. “I have observed,” he writes, “that when you talk with an independent fine-quality maker, he speaks with pride about his product; when you talk with the chairman of a large corporation, he refers with pride to its net profit and balance sheet.”

Quest for the Best is not just a nostalgic look, however, at the age of handcrafted elegance. Marcus gives good advice on how consumers can educate themselves about the best, demand it, and get it. He describes his own experiences with the best in chapters such as “The Things You Love to Touch,” and “Bed and Board.” Witty, urbane, but always accessible, Marcus is a joy to read.

This paperback edition features a new Preface and updated “Best Things List” that readers will want to copy and carry with them.

Originally published in 1979, *Quest for the Best* is more timely now than ever.

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Reading a reserve tends to be new life style with this era globalization. With studying you can get a lot of information that could give you benefit in your life. Having book everyone in this world can share their idea. Guides can also inspire a lot of people. Lots of author can inspire all their reader with their story or maybe their experience. Not only the storyline that share in the publications. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors these days always try to improve their talent in writing, they also doing some research before they write on their book. One of them is this Quest for the Best.

Frank Miller:

A lot of people always spent their free time to vacation as well as go to the outside with them family or their friend. Do you know? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that is look different you can read some sort of book. It is really fun in your case. If you enjoy the book that you just read you can spent all day every day to reading a publication. The book Quest for the Best it is rather good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy often the e-book. You can m0ore simply to read this book from your smart phone. The price is not to fund but this book possesses high quality.

Margaret Hall:

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