



Minding the Store

Stanley Marcus

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““There is never a good sale for Neiman Marcus unless it’s a good buy for the customer.’ That was one of the first declarations of business philosophy I heard my father, Herbert Marcus, make soon after I came to work at Neiman Marcus in 1926.” Thus began the 1974 edition of *Minding the Store*. Reprinted in hardcover in 1997 to celebrate the 90th anniversary of Neiman Marcus, it is now available for the first time in paperback.

Mr. Marcus spent most of his life not only in helping to create a retailing enterprise renowned throughout the world as the epitome of quality, but also in setting high standards for the level of taste of all who desire “the better things in life.” In doing so he has played a key role in making Dallas itself a success. “Mr. Stanley,” as he was affectionately called by all his Neiman Marcus friends and associates, made The Store a legendary success.

Although he retired from active involvement in Neiman Marcus in 1977, the influences of the philosophies of business he developed remained an important part of the training of Neiman Marcus personnel. Those basic principles—best exemplified by his belief in his father’s business philosophy—are the reasons Neiman Marcus is today recognized as the taste leader of American retailing.

Minding the Store is a warm portrait of a man and an exuberant celebration of the store that has become the best-known landmark in Texas since the Alamo.

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