

The Great A&P and the Struggle for Small Business in America



From modest beginnings as a tea shop in New York, the Great Atlantic & Pacific Tea Company became the largest retailer in the world. It was a juggernaut, the owner of nearly 16,000 stores and dozens of factories and warehouses. In 1929 it became the first retailer to sell \$1 billion in goods in a single year. But its explosive growth made it a mortal threat to hundreds of thousands of mom-and-pop grocery stores. Main Street fought back tooth and nail, enlisting the state and federal governments to stop price discounting, tax chain stores, and require manufacturers to sell to mom and pop at the same prices granted to giant retailers. In a remarkable court case, the federal government pressed criminal charges against the Great A&P for selling food too cheaply - and won. The Great A&P and the Struggle for Small Business in America is the story of a stunningly successful company that forever changed how Americans shop and what Americans eat. It is a brilliant business history, the story of how George and John Hartford took over their fathers business and reshaped it again and again, turning it into a vertically integrated behemoth that paved the way for every big-box retailer to come. George demanded a rock-solid balance sheet; John was the marketer-entrepreneur who led A&P through seven decades of rapid changes. Together, they built the modern consumer economy by turning the archaic retail industry into a highly efficient system for distributing food at low cost. Marc Levinson has a gift for discovering business history stories that cut to the heart of how industries are transformed. He did so brilliantly with the award-winning *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger*, which was short-listed for the 2006 Financial Times and Goldman Sachs Business Book of the Year Award.

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The Great A&P and the Struggle for Small Business in America Marc Levinson. The Great A&P and the Struggle for Small Business in America. New York: Hill & Wang, 2011. 358 pp. ISBN 978-0-8090-9543-8, \$27.95. **The Great A&P and the Struggle for Small Business in America** The Great A&P and the Struggle for Small Business in America by Marc Levinson (review). Tom Dicke. Enterprise & Society, Volume 14, **The Great A&P and the Struggle for Small Business in America** From modest beginnings as a tea shop in New York, the Great Atlantic & Pacific Tea Company became the largest retailer in the world. It was a juggernaut, the **The Great A&P and the Struggle for Small Business in America** Rated 4.3/5: Buy The Great A&P and the Struggle for Small Business in America (Library Edition) by Marc Levinson, William Hughes: ISBN: 9781455114634 **Excerpted from The Great A&P and the Struggle for Small Business** One of The Wall Street Journals Best Non fiction Books of 2011. From modest beginnings as a tea shop, the Great Atlantic & Pacific Tea Company became the **The Great A&P and the Struggle for Small Business in America** Traces the rise of the Great Atlantic & Pacific Tea Company and the landmark court case through which the Federal government imposed limits **The Great A&P and the Struggle for Small Business in America** The Great A&P and the Struggle for Small Business in America is the story of a stunningly successful company that forever changed how Americans shop and **The Great A&P and the Struggle for Small Business in America** The Great A&P and the Struggle for Small Business in America: : Marc Levinson: Libros en idiomas extranjeros. **The Great A&P and the Struggle for Small Business in America** One of The Wall Street Journals Best Non fiction Books of 2011. From modest beginnings as a tea shop in New York, the Great Atlantic & Pacific Tea Company **The Great A&P and the Struggle for Small Business in America** The Great A&P and the Struggle for Small Business in America [Marc Levinson] on . *FREE* shipping on qualifying offers. One of The Wall Street **The Great A&P, by Marc Levinson, a Retail History - Review - The** The Great A&P and the Struggle for Small Business in America has 333 ratings and 55 reviews. D.w. said: For 43 years, A & P was the largest company in th **The Great A&P and the Struggle for Small Business in America** Patrick Cooke reviews The Great A&P and the Struggle for Small Business in America by Marc Levinson. **The Great A&P and the Struggle for Small Business in America** The Great A&P and the Struggle for Small Business in America is the story of a stunningly successful company that forever changed how **Customer Reviews: The Great A&P and the Struggle for Small** The Great A&P and the Struggle for Small Business in America [Marc Levinson, William Hughes] on . *FREE* shipping on qualifying offers. **The Great A&P and the Struggle for Small Business in America** Marc Levinson, The Great A&P and the Struggle for Small Business in America (Hill & Wang 2011). This book is a compact and highly readable telling of the rise **The Great A&P and the Struggle for Small Business in America : NPR** One of The Wall Street Journals Best Non fiction Books of 2011. From modest beginnings as a tea shop, the Great Atlantic & Pacific Tea Company became the **Great A&P and the Struggle for Small Business in America, The** Review. Praise for The Great A&P and the Struggle for Small Business in America Mr. Levinson has written an absorbing history of one companys amazing **The Great A&P and the Struggle for Small Business in America** The great A&P and the struggle for small business in America / Marc. Levinson. p. cm. Includes bibliographical references and index. ISBN 978- 0- 8090- 9543- **The Great A&P and the Struggle for Small Business in America** Scopri The Great A&P and the Struggle for Small Business in America di Marc Levinson, William Hughes: spedizione gratuita per i clienti Prime e per ordini a **Books Marc Levinson : The Great A&P and the Struggle for Small Business in America (9781455114665):** Marc Levinson, William Hughes: Books. **The Great A&P and the Struggle for Small Business in America by** Scopri The Great A&P and the Struggle for Small Business in America di Marc Levinson: spedizione gratuita per i clienti Prime e per ordini a partire da 29 **Review.** Praise for The Great A&P and the Struggle for Small Business in America Mr. Levinson has written an absorbing history of one companys amazing **The Great A&P and the Struggle for Small Business in America** **The Great**

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