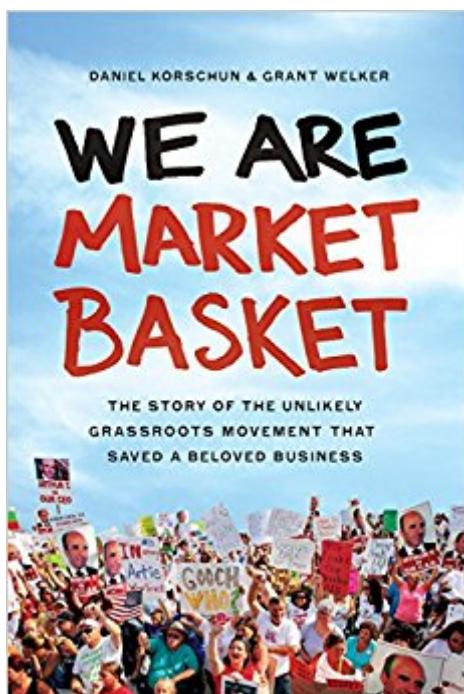


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# We Are Market Basket: The Story Of The Unlikely Grassroots Movement That Saved A Beloved Business



## Synopsis

What if a company were so treasured and trusted that people literally took to the streets - by the thousands - to save it? That company is Market Basket, a popular New England supermarket chain. After long-time, CEO Arthur T. Demoulas was ousted by his cousin Arthur S. Demoulas, the company's managers and rank-and-file workers struck back. Risking their own livelihoods to restore the job of their beloved boss they walked out, but they didn't walk far. At huge protest rallies, they were joined by loyal customers - leaving stores empty. Suppliers and vendors stopped deliveries - rendering shelves bare. Politicians were forced to take sides. The national media and experts were stunned by the unprecedented defense of an executive. All openly challenged the Market Basket board of directors to make things right. And, in the end, they prevailed. With its arresting firsthand accounts from the streets and executive suites, *We Are Market Basket* is as inspiring as it is instructive. What is it about Market Basket and its leader that provokes such ferocious loyalty? How does a company spread across three states maintain a culture that embraces everyone - from cashier to customer - as family? Can a company really become an industry leader by prioritizing stakeholders over shareholders? Set against a backdrop of bad blood and corporate greed, *We Are Market Basket* is, above all, a page-turner that chronicles the epic rise, fall, and redemption of this iconic and uniquely American company.

## Book Information

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## Customer Reviews

“Inspiring and drama-filled, this rendition of the Market Basket story will captivate readers and reaffirm the belief that corporate success can be achieved by treating people fairly.”

Winner of the 800-CEO-READ award for best general business book of the year What if a company were so treasured and trusted that people literally took to the streets—by the thousands—to save it? That company is Market Basket, a popular New England supermarket chain. After long-time CEO Arthur T. Demoulas was ousted by his cousin Arthur S. Demoulas, the company's managers and rank-and-file workers struck back. Risking their own livelihoods to restore the job of their beloved boss they walked out, but they didn't walk far. At huge protest rallies, they were joined by loyal customers—leaving stores empty. Suppliers and vendors stopped deliveries—rendering shelves bare. Politicians were forced to take sides. The national media and experts were stunned by the unprecedented defense of an executive. All openly challenged the Market Basket board of directors to make things right. And, in the end, they prevailed. With its arresting firsthand accounts from the streets and executive suites, *We Are Market Basket* is as inspiring as it is instructive. What is it about Market Basket and its leader that provokes such ferocious loyalty? How does a company spread across three states maintain a culture that embraces everyone—from cashier to customer—as family? Can a company really become an industry leader by prioritizing stakeholders over shareholders? Set against a backdrop of bad blood and corporate greed, *We Are Market Basket* is, above all, a page-turner that chronicles the epic rise, fall, and redemption of this iconic and uniquely American company.

This isn't the story of a family feud, it's not the story of a multi-billion dollar corporation, and it's not the story of a power struggle for control. OK, of course it is, but it's so much more. This is the quintessential story of us, human beings. This is a story of what we all want to believe exists: that we have value and how we can all interact and benefit from a common source. The authors capture the essence of what this story is in truth; a story of people helping people for common good all wrapped up in a good vs. evil, greed vs. conscience, responsibility vs. profit and gain tale where the good guys actually do win in real life. This story proves that companies can exist to make profit and enrich the lives of those who work for, buy from and sell to without selling their collective souls. It can work and it was proven in the summer of 2014 by a supermarket chain of all things.

I chose to review this book because my family are regular customers of Market Basket. I gave the book a full 5 stars because the book is factual and I can confirm that as a customer this is how the events unfolded. Our family was one of the many across New England that chose to boycott MB

until Artie T. was reinstated. Our average weekly grocery bill at Stop & Shop during this time was \$40 higher than it would have been at Market Basket. A few items at Shaw's for a weekend cookout - chips, sour cream, dip mix - about 10 items total - was around \$35; this would have been about \$12 at MB. What I liked best about this book is that it's the real deal, not "theory". What I disliked, though no fault of the authors as they made an effort, was that there was no viewpoint from the opposing side. I am grateful to all the Associates for staying together to ensure the reinstatement of Artie T. and for keeping this great company in business. I'll see you next week!

Love the story. Great writing. This story is an anomaly in labor and management relations and will be an excellent business case for encouraging authentic business practices in a world of quarter-to-quarter concerns on Wall Street. Cannot wait to see the next chapters unfold in real life!

As one of the many loyal Market Basket customers who has always supported Arthur T. and his Market Basket family, I found this to be an accurate, well written book...Something everyone should read.

As a longtime customer of Market Basket and the fact that my daughter has worked for the company for 20 years I found the book both very well written and interesting. Because of my daughter's connection to Market Basket I became aware of the impending doom in 2013 and started to investigate the whole DeMoulas VS DeMoulas story online. The book does not delve into the years of back stabbing and fighting in the courts, including the disbarring of lawyers, but provides a look into the summer of 2014 in a very realistic and emotional way. I cried a little, laughed a little and perhaps because I was involved in some way, could not put the book down. I literally read it last night in one sitting! One year later, I still offer my congratulations to a true humanitarian, Arthur T. DeMoulas whose understanding and compassionate approach to his life and business goes well beyond what the average CEO in today's business world achieves. Arthur T. 's no nonsense and keeping it simple approach, while empowering and motivating employees has lead Market Basket to its stellar performance in the grocery world. His philosophy "to treat our people with respect and share the success with them" is the driving force in keeping not only employees, but vendors and customers content and pleased. His unselfishness and largesse to surrounding communities through his charitable contributions should be celebrated and admired by all. Arthur T. is truly a "man for all seasons". We Are Market Basket

tells this very real story in an easy to read and entertaining book!

A terrific in-depth book that covers the history of the company and the complex relationships and interactions that led to the historic strike and boycott. We're taught about how the Market Basket business model differs from others, and the impact that had on the company, the shareholders, and the greater community of stakeholders. And we learn all the sides of the history strike and boycott that saved this historic view of a business' place in the community.

This book is written in a conversational tone that is clear and likable. The authors do not appear to have an agenda other than to report and tell what happened. It is a fact based story of a movement that swelled from all ranks to save a CEO and his way of running a company that benefitted employees and customers alike. In a departure from the usual CEO being characterized as a money hungry villain, Arthur T. Is depicted as a smart yet personally caring individual.

This is a remarkable book that tells the most remarkable, improbable story in US business history. But it is more than that - it is a story of how treating people with respect, dignity and value always wins over greed. Every new MBA student should be required to read this book on entering school as all of our organizations have something to learn from Market Basket and the remarkable leadership of Arthur T. Demoulas.

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