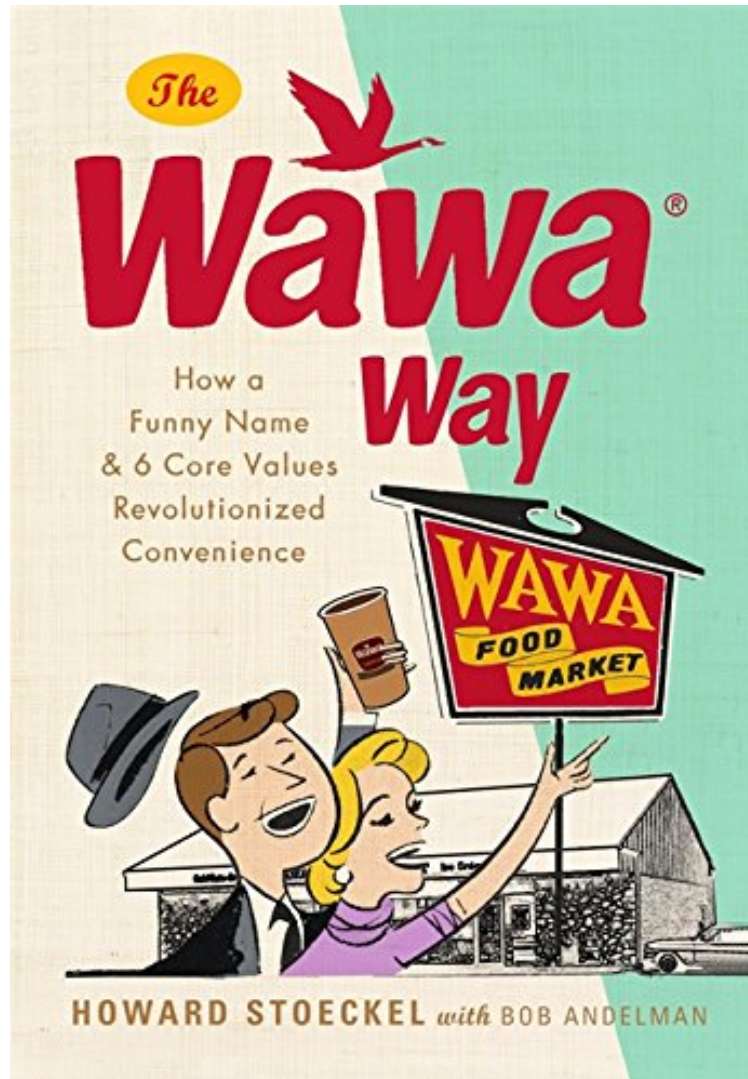


# The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience

Howard Stoeckel

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## Howard Stoeckel : The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience

before purchasing it in order to gage whether or not it would be worth my time, and all praised The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience:

1 of 1 people found the following review helpful. Interesting and enjoyableBy AlanhThis book naturally celebrates the successes that helped Wawa to establish itself but it also highlights some of the areas where mistakes have also been made. Unfortunately it doesn't detail how hard it was to overcome these and turn round those errors but that is a minor

oversight Like Nuts, about South Western Airlines, the importance of the way that both employees and customers are valued and involved in the business shines through and while in many Organisations cultures once set are almost impossible to change, for SME's starting out or building their Brand, the principles that both of these Companies adhere to are object lessons in how to succeed. This book identifies those key principles and provides clear examples of how they deliver so many benefits to not only the bottom line but to the soul of those who participate. I hope that Chris Gheysens publishes a follow up in 10 years to document the expansion in Florida which I am witnessing each year on my annual vacation and explain how the Organisation manages to deploy its philosophy so far from its natural home with a different population demographic and customer base. I would be queuing to buy that. 3 of 3 people found the following review helpful. A friendly way to run a company. By Customer Aside from the odd name of the company, which is carefully explained by the author, this is an excellent treatise on how to motivate employees to concentrate on the needs and interests of customers, and to convince customers that the company really appreciates their business. Clearly explained examples of how the management successfully motivates employees and attracts customers are included. The history of the company itself is quite interesting, and descriptions of the rewards, and pitfalls, of expanding in several eastern states are very informative. It's light reading but offers a good chance to understand how a non-publicly traded company can become so appreciated and popular, when it follows its own sound insights. 1 of 1 people found the following review helpful. Fascinating, humble account of the growth of Wawa. By Joshua RA fairly honest book about the success and growth of wawa, which may surprise some (Did you know selling cigarettes at state minimum was a key tactic?) The tale is told reasonably humbly and is fascinating.

Wawa, a family business with a history in dairy and manufacturing, expanded into retail in 1964, offering a friendly, personal alternative to supermarkets. Since then, the convenience store grew into a well-known company that competes against the biggest industry players in the world in three areas—fuel, convenience, and food—all while maintaining their personal approach and small business mentality. Now, almost 50 years later, Wawa has opened its first store in Florida and has begun to play on the national field. How did it happen? What are the reasons for their success? Why have they been able to go up against the big guys with nothing more than homegrown talent? With a mixture of personal history and business advice, Howard Stoeckel discusses the last 50 years of Wawa's growth, development, and expansion. It's the story of how a small company with a funny name made a big difference, and all it took was a little goose sense.

"Corporate histories are seldom engrossing and even less frequently do they touch an emotional chord, but that's exactly what the book does. Wawa fans, and general business readers, will relish this empowering story."—Publishers Weekly **STARRED REVIEW** "The cult of Wawa lives on...The company's six core values and a leadership style focusing on employee ownership with a strong sense of corporate social responsibility are major topics. Written in a light, conversational tone, though, this is a quick, engaging read. **VERDICT** A must-have for Wawa devotees and recommended for others interested in a behind-the-scenes look at an East Coast retailing legend."—Library Journal