



L.L. Bean: The Making of an American Icon

By Leon Gorman

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L.L. Bean: The Making of an American Icon By Leon Gorman

L. L. Bean is one of only a handful of American companies to have attained almost legendary status in the minds of its consumers. Thanks to the integrity of its product line, consistently strong brand association, and the ability to change with customers' needs, L. L. Bean embodies the best qualities long associated with traditional American living: rugged individualism, stubborn determination, and simple ingenuity. Written by Leon Gorman, grandson of founder L. L., this is the first authoritative, true-to-life account of the iconic retailer and its quirky history and culture. This engaging account candidly reveals Gorman's behind-the-scenes struggles to preserve the identity that built Bean as he also opened the door to needed change. Woven throughout the narrative are themes that will resonate with managers and general readers alike: how to shape a powerhouse brand around bedrock beliefs and values, how to balance growth and tradition, and how to craft and preserve an authentic corporate identity.

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L.L. Bean: The Making of an American Icon By Leon Gorman Bibliography

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Editorial Review

Review

"Gorman doesn't try to gloss over anything with his tell-it-like-it-is style of writing. How one man started a business with the classic Maine hunting shoe...is a story in itself." -- *Women's Wear Daily*, December 12, 2006

"There is a lot to be learned here about running a company, and the importance of never forgetting our customers' needs." -- *Yankee Magazine*, November 2006

...Bean is about strong Maine values and the outdoor lifestyle... -- *Forbes.com*, October 19, 2006

From the Back Cover

"L.L.Bean is much more than a folksy, friendly, direct-mail retailer. It is an extraordinary corporate success story, with powerful lessons for managers about strategic positioning, marketing and brand, organizational culture and values, and the challenges of explosive growth. As the leader of L.L.Bean for over thirty years, Leon Gorman guided and shaped the company as it rose to prominence, and he tells the story with simplicity, charm, and grace. It is a compelling saga."

— David A. Garvin, C. Roland Christensen Professor of Business Administration, Harvard Business School

"An incredible story about an outdoor industry icon, L.L.Bean, that became — under the guidance of Leon Gorman — a national treasure. L. L. would be proud to know his grandson, Leon, is still enabling millions of people to enjoy the great outdoors in comfort."

— Jim Whittaker, first American to climb Mt. Everest and former President and CEO of REI

"This book tells a compelling business story about the challenges and milestones along the way to building a venerable American company. Yet it is more than the usual business book. Leon Gorman tells this story with his characteristic charm, wit, and self-effacing humor, making it a delightful read for any audience. I enjoyed it immensely!"

— Senator George J. Mitchell

"The story of L.L.Bean teaches us the value of tradition, artfully combined with a clear strategic vision and purpose and an unwavering respect for every stakeholder. These lessons are enduring — just like the company. L.L.Bean is one of a kind and so is this book."

— Elaine Rosen, former President, Unum Life Insurance Company of America

"Thanks to Leon's clear voice and strong writing, the story of L.L.Bean and Leon's own remarkable role in the firm are told well and interestingly. I give my former student an A+."

— Roy Greason, President Emeritus, Bowdoin College

About the Author

Leon Gorman is current Chairman and former longtime CEO of L.L. Bean, Inc., and grandson of the company's founder, L.L. Bean.

Users Review

From reader reviews:

Donna Jost:

Reading a publication tends to be new life style on this era globalization. With reading through you can get a lot of information that can give you benefit in your life. With book everyone in this world can easily share their idea. Ebooks can also inspire a lot of people. Lots of author can inspire their very own reader with their story or their experience. Not only situation that share in the textbooks. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors nowadays always try to improve their expertise in writing, they also doing some research before they write with their book. One of them is this L.L. Bean: The Making of an American Icon.

Anthony Sierra:

The book L.L. Bean: The Making of an American Icon has a lot details on it. So when you check out this book you can get a lot of gain. The book was compiled by the very famous author. This articles author makes some research prior to write this book. That book very easy to read you can obtain the point easily after looking over this book.

Marietta Allred:

Your reading sixth sense will not betray an individual, why because this L.L. Bean: The Making of an American Icon guide written by well-known writer whose to say well how to make book which might be understand by anyone who else read the book. Written with good manner for you, dripping every ideas and composing skill only for eliminate your personal hunger then you still question L.L. Bean: The Making of an American Icon as good book but not only by the cover but also with the content. This is one book that can break don't evaluate book by its protect, so do you still needing a different sixth sense to pick this specific!? Oh come on your looking at sixth sense already said so why you have to listening to a different sixth sense.

Barbara Kyle:

This L.L. Bean: The Making of an American Icon is completely new way for you who has interest to look for some information since it relief your hunger of information. Getting deeper you into it getting knowledge more you know or else you who still having small amount of digest in reading this L.L. Bean: The Making of an American Icon can be the light food for you personally because the information inside this particular book is easy to get through anyone. These books create itself in the form which can be reachable by anyone, yeah I mean in the e-book web form. People who think that in e-book form make them feel sleepy even dizzy this book is the answer. So there is not any in reading a book especially this one. You can find actually looking for. It should be here for anyone. So , don't miss it! Just read this e-book type for your better life and also knowledge.

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