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# 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**

- Sales Rank: #182255 in Books
- Published on: 2006-10-03
- Original language: English
- Number of items: 1
- Dimensions: 9.28" h x 1.19" w x 6.44" l, 1.50 pounds
- Binding: Hardcover
- 336 pages

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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:**

#### **Harold Froelich:**

This L.L. Bean: The Making of an American Icon book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book will be information inside this guide incredible fresh, you will get details which is getting deeper an individual read a lot of information you will get. That L.L. Bean: The Making of an American Icon without we know teach the one who reading through it become critical in contemplating and analyzing. Don't become worry L.L. Bean: The Making of an American Icon can bring if you are and not make your tote space or bookshelves' grow to be full because you can have it in the lovely laptop even mobile phone. This L.L. Bean: The Making of an American Icon having great arrangement in word in addition to layout, so you will not really feel uninterested in reading.

#### **Nellie Wellborn:**

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#### **Joel Peterson:**

The book untitled L.L. Bean: The Making of an American Icon is the e-book that recommended to you to see. You can see the quality of the publication content that will be shown to you actually. The language that publisher use to explained their way of doing something is easily to understand. The copy writer was did a lot of research when write the book, to ensure the information that they share to you personally is absolutely accurate. You also could get the e-book of L.L. Bean: The Making of an American Icon from the publisher to make you far more enjoy free time.

#### **Gerard Armstrong:**

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