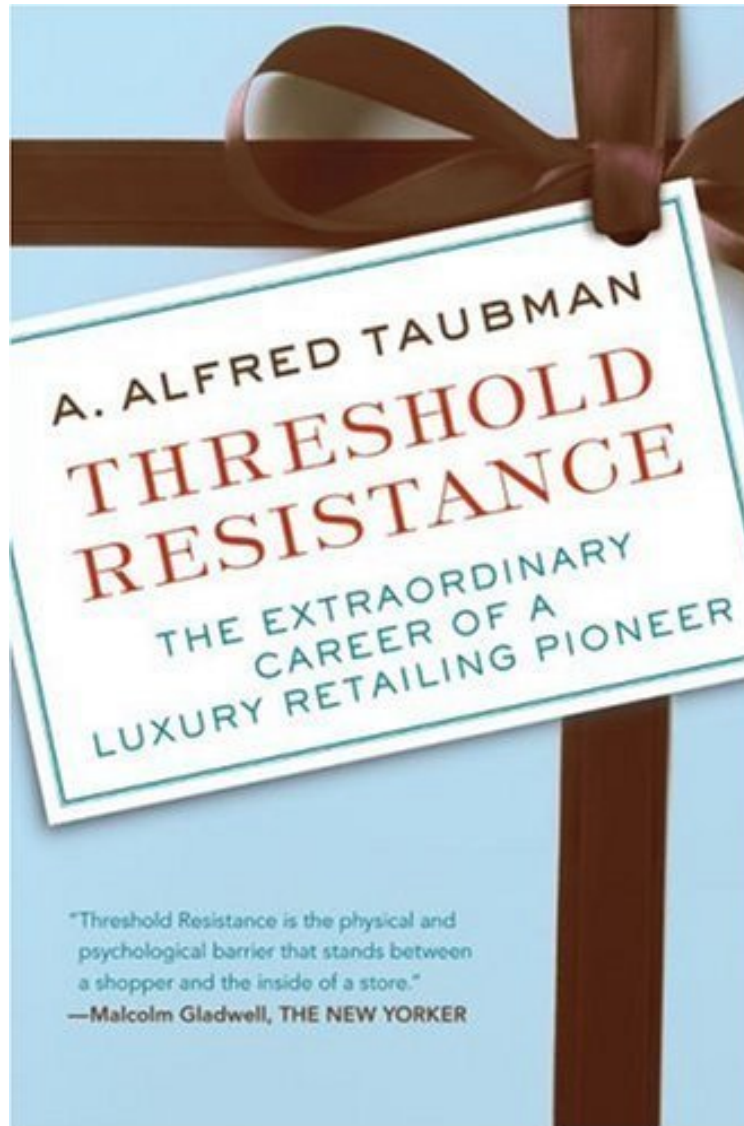


Threshold Resistance: The Extraordinary Career of a Luxury Retailer

A. Alfred Taubman

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A. Alfred Taubman : Threshold Resistance: The Extraordinary Career of a Luxury Retailer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Threshold Resistance: The Extraordinary Career of a Luxury Retailer:

0 of 0 people found the following review helpful. My view is Alan Taubman was unquestionably innocent in the Southbys scandal By Bob Brilliant / Sarasota, FL There is absolutely no doubt in my mind about his innocence after reading this book It shows the American Justice System can and often does convict innocent people of crimes they did not commit. This is a serious and major flaw in our legal apparatus, but will it ever be corrected? Most people know today that there are NUMEROUS convicted people in prison, waiting to die, repeat WAITING TO DIE, for a crime

they did NOT commit. and this is a proven fact by Barry S's INNOCENCE PROJECT, now very famous. why do I say Alan Taubman was innocent ? and I don't know the man or ever met him. He had an extremely successful career, primarily in real estate mall development. it is extremely unlikely he could have been anywhere's near that successful had he been dishonest, a crook or any major negative flaw. and if he did have any major negative business dealings, don't you think the government would have brought that up in their prosecution of him ? they didn't, because they couldn't. after making zillions in real estate, did Alan Taubman actually need more money ? NO. was Alan Taubman's life fundamentally one of GREED ? NO. He was that RARE BREED of honest as they come, business man. PERIOD. He may have had expensive lawyers, but he had the WRONG lawyers. PERIOD. if they would have won. as Alan said in the book, we have the best Justice System in the world and so this is the best mankind can have today, with its flaws. Bob brilliant. Sarasota, Florida 0 of 0 people found the following review helpful. An interesting book by an interesting man ! By Sheldon Mr. Taubman is an American icon, I know the name from the college I took classes from. You can't go anywhere around the University of Michigan without seeing the Taubman name. He is the super Benefactor at U. of M. But you may have heard about him because of his supposed fall from grace. Please read what he says in the book and keep an open mind and decide for yourself. After reading the book, my opinion was changed for the better. I really appreciate the gentleman even more, beyond his generosity. In the forward, he tells you that any profit from the book will go to Stem Cell research at U. of M. I bought another book and will send a donation, despite the fact they helped educate me ! Seriously, this is an enjoyable, easy read for a good cause and as usual, makes it happen. Enjoy, all my best, from a former student, back in the day, Sheldon "Skip" Wieland. Thanks ! 2 of 2 people found the following review helpful. An Essential Life Skill: Overcoming Threshold Resistance By Thomas M. Loarie Arthur Taubman's "Threshold Resistance" provides a candid read about the rise of a business giant over the last fifty years. During this period, self-made Taubman played an influential and innovative role in the unrelated fields of retailing, real estate, art, restaurants, and professional sports. The book is rich with business history - the migration of retailing from America's cities to suburbia, the rapid growth of the franchise industry, and the reinvention of the auction house. The concept of threshold resistance, after which the book was titled, is defined as the physical and psychological barriers that stand between a customer and the sale of merchandise - the force that keeps the customer from opening the door and coming in over the threshold. Taubman expands on this concept and applies to everyday life. In order to accomplish anything, people have to find a way to get beyond the limitations they believe that personal background, conventional wisdom, common practice, or experience has placed on our imaginations. These limitations are set by psychological, physical, cultural, social, and economic barriers we encounter. Assessing and overcoming threshold resistance is an essential life skill. While threshold resistance might stop a customer from entering a store, it might also stop a young woman from applying to medical school, stop an engineer with a great idea from leaving the comforts of a job to start his own company, or stop a politician from seeking votes among a vital growing constituency. "Threshold Resistance" fills the gaps not covered in the press about Taubman's price-fixing indictment and conviction in the well publicized case of collusion between Sotheby's and Christies. One cannot help but feel sympathetic to Taubman for what appears to be a wrongful conviction. He also covers his experience while serving time in a low security federal prison. Finally, the book includes Taubman's four marketing precepts, an interesting history of Detroit, and his thoughts on Internet's impact on retailing. It is clear that Taubman enjoyed great success and suffered gut-wrenching personal failure at the end of his 70's. But along the way, he showed he was pretty good at assessing and responding to threshold resistance in both business and life. He found breaking down barriers to be very scary and risky, but once done, very rewarding and fun. He advises all that "you will always face resistance with a new idea...in fact, the better the idea, the greater the resistance and the more people will want you to fail... believe in yourself and be on your way."

In this candid memoir, A. Alfred Taubman explains how a dyslexic Jewish kid from Detroit grew up to be a billionaire retailing pioneer, an intimate of European aristocrats and Palm Beach socialites, a respected philanthropist and, at age 78, a federal prisoner. With a unique blend of humor and genius, Taubman shows how selling fine art and antiques really isn't that different from marketing root beer or football, and offers penetrating insights into that quintessential palace of commerce, the luxury shopping mall. Alfred Taubman may not have invented the modern shopping center but, in the words of The New Yorker, "he perfected it." Taubman's life has been a storybook success, with its share of unique challenges. A pioneer builder and innovative real estate developer, he was also a brilliant land speculator, operator of a quick-serve restaurant chain, and owner of a major department store company. But what seemed like the pinnacle of his career, buying and reinventing the venerable art auction house Sotheby's, would lead to his conviction in an international price fixing scandal. Despite the twists and turns, Taubman's life and business philosophy can be summed up in one evocative phrase: Threshold Resistance. Understanding and defeating that forcemdash; breaking down the barriers between art and commerce, between shoppers and merchandise, between high culture and popular tastemdash; has been his life's work.

From Publishers Weekly Unlike many successful businessmen who polish their legacy with treacly fables, Taubman

has written a frank, engaging memoir with hard-earned lessons. Starting in the 1950s from humble Detroit roots, Taubman built an enormously successful property company by essentially creating the modern shopping mall. Taubman recognized that large, enclosed malls could thrive in the suburbs by providing a greater range of shops than city Main Streets and by offering a new sense of luxury. Refreshingly, he shares as many lessons about his failures as he does touting his successes. "People run businesses. Great people run great businesses," he ruefully concludes from his inability to save the famous Washington, D.C., retailer Woodward Lothrop. In detailing his 1980s experiences with Sotheby's auction house, which he helped transform into a dynamic, profitable art world player, Taubman writes candidly if bitterly about how his role as chairman exposed him to an employee's illegal price-fixing scheme, leading to his trial, sentencing and time spent in federal prison. Unfortunately, the dreadful title (which describes consumers' reluctance to enter a store and sums up Taubman's theory of life) may create the very type of consumer trepidation the author has fought his whole life. (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

About the AuthorA. Alfred Taubman is the founder of Taubman Centers, Inc., one of the nation's leading real estate developers and operators of regional shopping centers. During his business career he has owned Sotheby's Holdings, the Irvine Company, AW Restaurants, the Woodward and Lothrop and John Wanamaker department store chains, and the Michigan Panthers of the United States Football League. He also served as a director of R. H. Macy Co., Getty Oil Company, Chase Manhattan Bank, and United Brands. A major benefactor to educational, medical, and art institutions, he lives in Bloomfield Hills, Michigan.