



# More Than a Hobby: How a \$600 Startup Became America's Home and Craft Superstore

*David Green*

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The retail industry has undergone enormous changes during the last thirty years.

But there is one retailer that not only has remained consistent in the fluctuating?even tenuous?market, but also has grown in the process.

*More Than a Hobby* takes you inside the story of David Green, the man who built the phenomenal success of Hobby Lobby. Green went beyond surviving in a competitive retail market to thriving, ultimately expanding his \$600 start-up company into a \$1.3 billion per-year enterprise.

Green's incredible accomplishments were based not on business-school theory but on his grassroots experiences as a store manager and his creative application of cutting edge ideas, including:

- Allow managers to spend no more than thirty minutes per day on paperwork
- Instead of paying a middleman, assemble as much of the product as possible in-house
- Give buyers the freedom to purchase without restraint?but within the realm of common sense
- Keep God and family first

*More Than a Hobby* is a practical field manual, filled with revolutionary ideas for all those who dream of success in the world of retail business.

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