



L.L. Bean: The Man and His Company

James L. Witherell

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Because his feet got wet and sore on a hunting trip, L. L. Bean developed his famous boot and started the mail-order company that would change the sleepy town of Freeport, Maine, into a huge outdoor mall.

The story begins with the Bean family, young Leon Leonwood Bean's love of the outdoors, his first forays into sales (soap, men's clothing), and then his development of the boot and the beginnings of an outdoors outfitting company that ran on a card file system and resisted change. The story of L.L. Bean, Inc.'s phenomenal growth under grandson Leon Gorman is replete with Preppies, MBAs, infighting, and even parodies of a company that would eventually get its own Zip Code. B&W photographs

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Thomas Morgan:

Spent a free time to be fun activity to complete! A lot of people spent their spare time with their family, or their very own friends. Usually they performing activity like watching television, likely to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your own free time/ holiday? Could be reading a book could be option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to test look for book, may be the book untitled L.L. Bean: The Man and His Company can be great book to read. May be it can be best activity to you.

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