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Set against a backdrop of bad blood and corporate greed, We Are Market Basket is, above all, a page-turner that chronicles the epic rise, fall, and redemption of this iconic and uniquely American company. Daniel Korschun is Associate Professor of Marketing

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Market Basket, a family-owned supermarket chain based in New England.

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The unlikely story of the large protests and rallies held by the employees of the Market Basket supermarket chain over the board of directors' firing of the company's revered CEO, Arthur T. Demoulas ("Arthur T."), on June 23, 2014. In addition to telling this very human story about real people attempting to overcome obstacles and resolve conflict, We Are Market Basket recounts the history of the supermarket chain, beginning with its founding in Lowell ...

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2014, the majority of Market Basket's 200 non-unionized front office workers, another 300 warehouse associates and 65 truck drivers walked out on their jobs and spent the next six weeks protesting in front of the family-owned New England supermarket chain's ...

"We Are Market Basket" | LearningEdge at MIT Sloan

We are Market Basket. We are the tens of thousands of employees, customers and vendors who make Market Basket a great place to work and shop. We believe that the culture of this company has grown into what it is today thanks to the deeply rooted relationship between us and Arthur T. Demoulas.

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A market basket or commodity bundle is a fixed list of items, in given proportions. Its most common use is to track the progress of inflation in an economy or specific market. That is, to measure the changes in the value of money over time. A market basket is also used with the theory of purchasing price parity to measure the value of money in different places.

Market basket - Wikipedia

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The Unlikely Grassroots Movement That Saved A Beloved Business

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Few more years, Market Basket became as one of the biggest supermarket in NorthEast, England that proved that they are able to provide its employees with benefits such as retirement plan, health care, competitive wage and annual bonuses.

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On June 23, 2014, the long-time

CEO of a popular New England

supermarket chain was ousted by

his board of directors, led by his

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Cousin. What transpired over the next two months is an inspiring tale of epic loyalty to a man who had impacted his community far beyond that of providing groceries. In We Are Market Basket, readers will learn more than simply the story of the strike heard round the world.

We Are Market Basket on Apple Books

"We Are Market Basket" — Zeynep Ton, Thomas A. Kochan, and Cate Reavis — We're a crazy bunch. If this was a poker game, we just went all in. — Steve Paulenka, Market Basket Facilities and Operations Supervisor It was three in the morning of August 28, 2014 and Rosie Hagopian couldn't sleep.

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The story behind the epic six-week boycott of the Massachusetts-based Market Basket supermarket chain in the summer of 2014: when beloved CEO Arthur T. Demoulas is deposed by his cousin, majority shareholder Arthur S. Demoulas, Market Basket's 25,000 employees and millions of supportive customers successfully enforce a boycott of the 71-store regional chain, leading to a leveraged buyout of the company, the reinstatement of "Artie T.", and a victory for democracy.

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