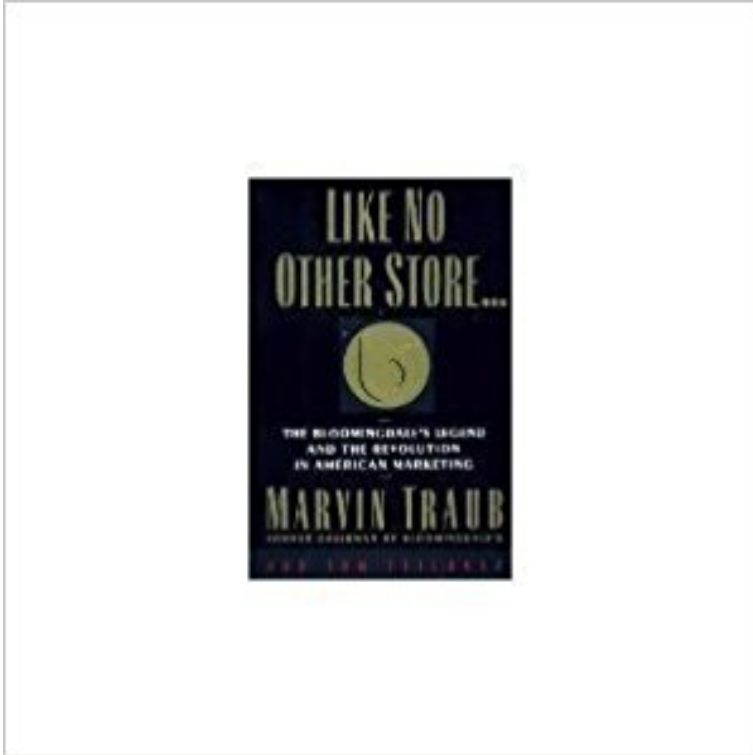


Like No Other Store . . . : The Bloomingdales Legend and the Revolution in American Marketing



Bloomingdales has been the most celebrated store in the world--and its style has been copied throughout the world. As Bloomingdales chairman for nearly 20 years, Traub played an essential role in this success. Here he tells the story of how the art of selling moved into the modern world--and how Bloomingdales became a mecca of high style. 16 pages of photos.

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