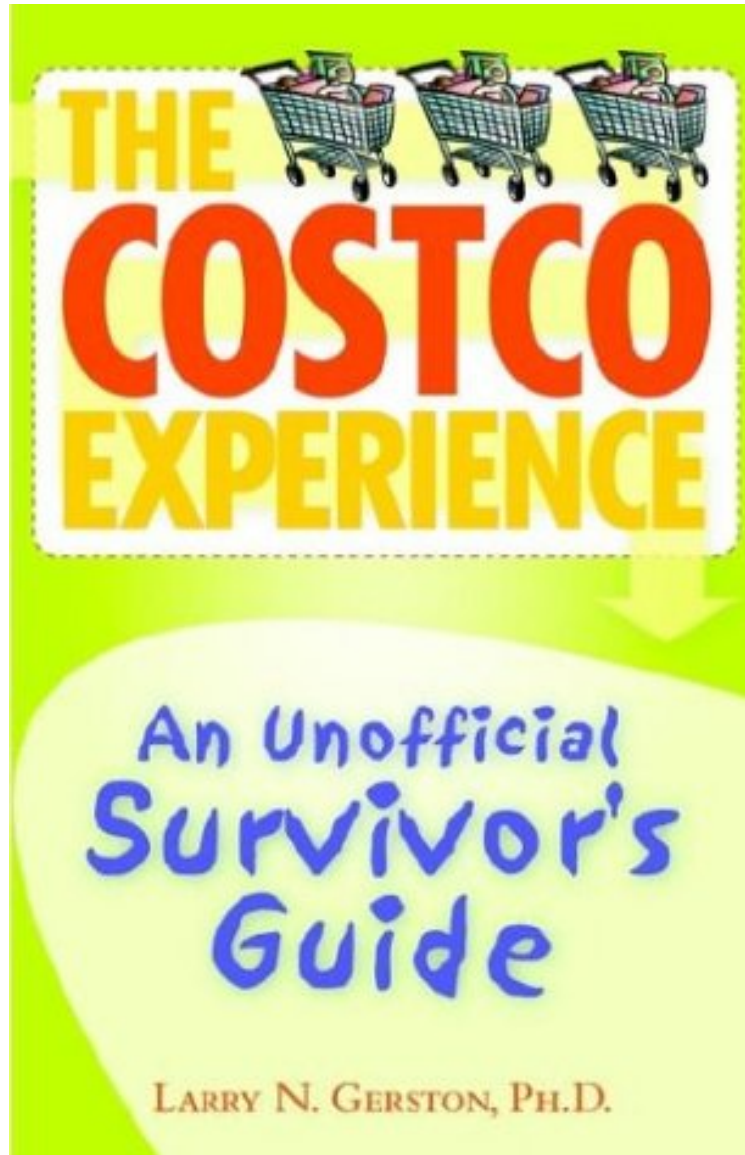


(Free pdf) The Costco Experience: An Unofficial Survivor's Guide

The Costco Experience: An Unofficial Survivor's Guide

Larry Gerston

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Larry Gerston : The Costco Experience: An Unofficial Survivor's Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised The Costco Experience: An Unofficial Survivor's Guide:

41 of 43 people found the following review helpful. An extremely verbose book of simple common senseBy jeanne425Being a long-time Costco member, I ordered this book with anticipation of "insider" information. What is presented is a tedious tome overburdened with such common-sense topics such as choosing a parking space, selecting a cart (flatbed or shopping cart, pretty self-evident), a whole chapter on shopping cart "etiquette" (including the "risks"

of abandoning your cart), choosing a check-out lane (4 pages!), and buying two sizes of clothing/returning one, given the lack of fitting rooms, etc. Add to that more tedium (5 pages worth!) on communicating with your family while shopping (Cell phone? Walkie-talkies? Runners? Public telephone? It boggles the mind!). Warehouse clubs have been in existence 25+ years, so most people understand the concept. Perhaps if you were raised by wolves, this book might be enlightening. Any insights into Costco and its interesting culture are scarce. And some information is flat-out inaccurate, such as references to cluttered, narrow aisles, and the option of shopping bags. This book could have been so much more. For the Costco non-member, the meat of it can be explained to you by any member in about 10 minutes. The time it takes to read this book would be better spent "touring" your local Costco a couple of times and picking up a copy of the free monthly magazine on your way out. If you are already a member, there is little, if anything, of significant value. I learned absolutely nothing from this book, and regret both the expended time and money. I guess there's a reason why this book was never carried by Costco, not available in any chain bookstores here in Seattle, nor stocked by the King County Public library, (which carries an exhaustive collection of books on Seattle-area companies): no perceived value to their respective communities. 3 of 5 people found the following review helpful. Enjoying the Circus, Costco Style By Anna Let's face it - shopping is not the high point of the day. Add the chaos of a gigantic warehouse store like Costco and it can be down right dreadful. But not if you take Larry Gerston's approach. In his *The Costco Experience: An Unofficial Survivor's Guide*, he shows how shopping at a huge store can be rewarding and fun. The book has reordered my way of shopping, that's for sure. As a Costco shopper, I've always looked at shopping there as a "have to" ordeal, rather than an enjoyable experience. Yet, this author has taken all of those semi-ugly, if not occasionally painful, situations and put them in a different light. His hints about parking, shopping cart selection, routing, and clothing purchases are common sense ideas I never thought about; and his references to kids, tasting areas, and in-store communication are humorous reflections of what we all go through. If the old "half-empty, half-full" glass analogy is any guide, Gerston's book bubbles over with enthusiasm. 7 of 11 people found the following review helpful. COSTCO Should give this book to their customers!! By Gary Langford An amazing walk through the pleasures of Costco. I have been a Costco member for years and I didn't know all there is to know until I read the unofficial guide. But the book is more than a guide. It is an elegant discussion of the experience of shopping at Costco. First I like the free food at lunch. Then I like the prices and the selection. Costco has recently added bakery goods from the French Bakery in Soquel. FANTASTIC. In Colorado, Costco put in a new all-fruit juice carbonated beverage. I bought 4 cases and gave bottles to my friends. Why? Because Costco does it right. They care about their customers. After reading the *Costco Experience*, I asked my local Costco store why they don't give the book to their members. They should. But if they don't, Costco will miss out on the greatest of all business opportunities - that is the courting of their own customers with all that they do and sell (and best of all how they do it). I cannot speak highly enough about the *Costco Experience*. This past holiday season I gave out the book as gifts. You see, the people who shop at Costco really love it. And those that have not yet discovered it are missing out on the very best in customer service, the best in selection, the best in free food. Yes, I have poked my head into other so-called member warehouses. I would drive the extra miles to shop at Costco. Read this Book, try Costco. I will virtually guarantee you will love both.

Ever wonder what it's really like to be a kid in a candy store? Go to a nearby Costco and you'll find out. *The Costco Experience: An Unofficial Survivor's Guide* takes you to, in, through, and out of this amazing center of shopping frenzy. The book provides keen insight, valuable short-cuts, and common sense thinking on how to make warehouse shopping a successful endeavor. But there's more. Beyond helping you conquer Costco, *The Costco Experience: An Unofficial Survivor's Guide* provides organizational skills and techniques that you can use everywhere. Decision-making, prioritizing, negotiating, self-discipline, and other important attributes are applied to shopping at Costco in ways that help you live your life on your terms. And the best part is that you transfer these skills to other parts of your daily routines. Costco is more than a warehouse store. Shopping at Costco is more than a purchasing exercise. Read the book, and you'll see why the Costco experience can be fun and profitable. It's almost therapy on the cheap, but a lot more entertaining.