

THE WALL STREET JOURNAL.

Wall Street Journal

LIFE & STYLE

OCTOBER 10, 2009

1772 Words , 1500 Word Excerpt, Photos

Hospitality Department

How a Jewish family fled Nazi Germany and built a Deep South shopping empire

Synopsis:

The Wall Street Journal's Mark Robichaux reviews "We Were Merchants," the story of Erich and Lea Sternberg's escape from Nazi occupied Germany in the 30's and their journey to the "Deep South" where they continued the family department-store business resulting in the creation of Goudchaux's department stores.

"... Goudchaux's, a name that in south Louisiana, where I grew up, once conjured the same superior customer service, quality goods and name recognition that Nordstrom's does in much of the rest of the country today," writes Robichaux.

Robichaux writes on the Sternberg's escape from Germany, journey to Louisiana, history of the department-store business within the Sternberg family, Goudchaux's growth, and the Sternberg's "genius for promotions....and for nurturing life-long customers."

"The book also yields some simple but oft-forgotten truths about what makes great brands, and some enduring lessons for retailers," writes Robichaux.

To read the full article, visit www.weweremerchants.com/media/WSJ_Review.pdf