One Buck at a Time

An Insider's Account of How Dollar Tree Remade American Retail

Macon Brock with Earl Swift

Contents

	Introduction	1
1	Up from the Tobacco Fields	5
2	The Rewards of a Contrary Nature	17
3	A Cog in the Machine	29
4	Asking Alice	41
5	When We Got Eyes	51
6	Toys Aren't Kid Stuff	63
7	The Eureka Moment	76
8	Surprise and Delight	87
9	Saving the Dollar, Changing the World	99
10	Free of Distractions	112
11	Birth of the Fire Chicken	125
12	Fifty-fifty or Nothing	136
13	Lifting Our Kimonos	146
14	The Power of No	159
15	Going Coast to Coast	173
16	Twenty-one Little Words	186
17	Parachuting from Twenty-five Thousand Feet	199
	Acknowledgments	209
	Index	211