



# The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience

By Howard Stoeckel

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Wawa, a family business with a history in dairy and manufacturing, expanded into retail in 1964, offering a friendly, personal alternative to supermarkets. Since then, the convenience store grew into a well-known company that competes against the biggest industry players in the world in three areas—fuel, convenience, and food—all while maintaining their personal approach and small business mentality. Now, almost 50 years later, Wawa has opened its first store in Florida and has begun to play on the national field. How did it happen? What are the reasons for their success? Why have they been able to go up against the big guys with nothing more than homegrown talent?

With a mixture of personal history and business advice, Howard Stoeckel discusses the last 50 years of Wawa's growth, development, and expansion. It's the story of how a small company with a funny name made a big difference, and all it took was a little goose sense.

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### Editorial Review

#### Review

"Corporate histories are seldom engrossing and even less frequently do they touch an emotional chord, but that's exactly what the books does. Wawa fans, and general business readers, will relish this empowering story."

—*Publishers Weekly* STARRED REVIEW

"The cult of Wawa lives on...The company's six core values and a leadership style focusing on employee ownership with a strong sense of corporate social responsibility are major topics. Written in a light, conversational tone, though, this is a quick, engaging read. **VERDICT** A must-have for Wawa devotees and recommended for others interested in a behind-the-scenes look at an East Coast retailing legend."

—*Library Journal*

#### About the Author

Howard Stoeckel began his career with Wawa in 1987. He held many positions throughout the company before taking the role of Chief Executive Officer from January 2005 to December 2013. Along with sitting on the Board of Directors of Amerigas Propane, Inc. and Rider University Board of Trustees, he is a frequent guest speaker at business conferences.

Bob Andelman is the author or co-author of sixteen biographical, business, management, self-help, and sports books. He has been a regular correspondent for "Business Week, Newsweek," and the "St. Petersburg Times" at different times in his career. Since February 2007 he has also produced and hosted the extremely popular "Mr. Media"(R) online TV/radio interview show.

### Users Review

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Spent a free time to be fun activity to do! A lot of people spent their free time with their family, or all their friends. Usually they carrying out activity like watching television, going to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Can be reading a book may be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the e-book untitled The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience can be excellent book to read. May be it is usually best activity to you.

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People live in this new day of lifestyle always try and and must have the free time or they will get lot of

stress from both day to day life and work. So , whenever we ask do people have extra time, we will say absolutely of course. People is human not a robot. Then we ask again, what kind of activity have you got when the spare time coming to anyone of course your answer can unlimited right. Then do you ever try this one, reading books. It can be your alternative within spending your spare time, the book you have read is definitely The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience.

**Jeanie Hynes:**

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