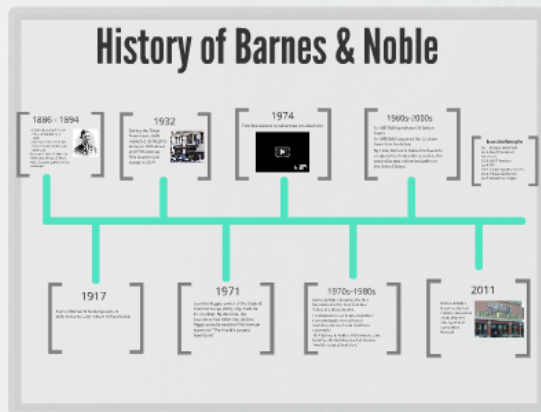


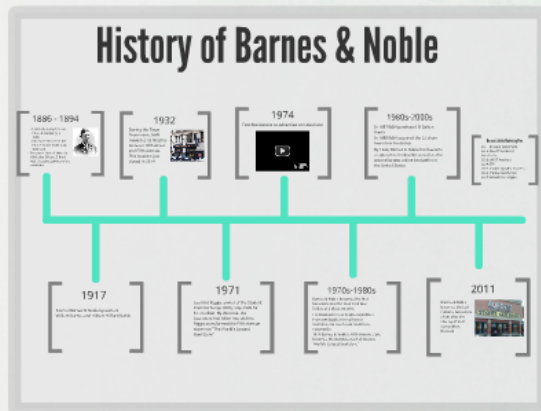
# Barnes & Noble Harvard Case Solution & Analysis

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# History of Barnes & Noble

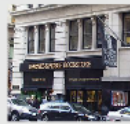
1886 - 1894

- Originally named Arthur Hinds & Company in 1886
- Bookstore located in the Cooper Union Building in New York
- Renamed Hinds & Noble in 1894 after Gilbert Clifford Noble became partner of the bookstore



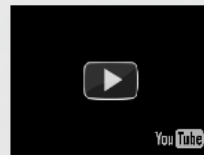
1932

During the Great Depression, B&N moved to its flagship store on 18th street and Fifth Avenue. This location just closed in 2014



1974

First bookstore to advertise on television



1980s-2000s

In 1987 B&N purchased B Dalton Books  
In 1988 B&N acquired the 22-chain bookstore Bookstop  
By 1999, Barnes & Noble had become a superstore bookseller as well as the second largest online bookseller in the United States

#### Barnes & Noble Marketing Plan

- LO-1 Mission Statement
- LO-2 Four Theories of Excellence
- LO-3 SWOT Analysis
- LO-4 STP
- LO-5 Marketing Mix, Four P's
- LO-6 Marketing Metrics
- LO-7 Growth Strategies

1917

Named Barnes & Noble by owners William Barnes and Gilbert Clifford Noble

1971

Leonard Riggio, owner of the Student Book Exchange (SBX), buys B&N for \$1.2 million. By this time, the bookstore had fallen into decline. Riggio transformed the Fifth Avenue store into "The World's Largest Bookstore"

1970s-1980s

Barnes & Noble becomes the first bookstore to offer New York Best Sellers at a discount price  
The bookstore also begins to publish their own books for mail-order customers to reach new customers nationwide  
1974 Barnes & Noble's Fifth Avenue store becomes the *Guinness Book of Record's* "World's Largest Bookstore"

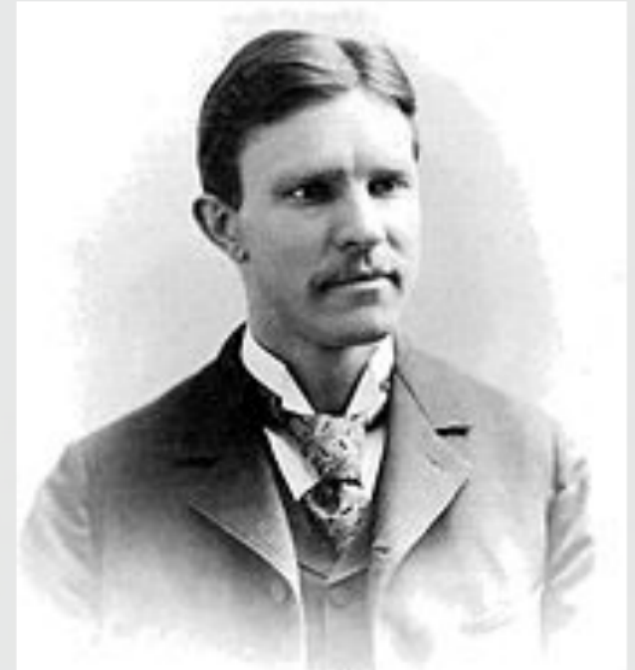
2011

Barnes & Noble becomes the last national bookstore chain after the closing of main competitor, Borders



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