

### Teacher's Note:

As assigned on the Brand Autopsy blog, you were asked to read a conversation between Kip Tindell (The Container Store) and John Mackey (Whole Foods Market). You were also alerted to a "pop quiz." This is the quiz. Please answer the questions. Correct answers to be posted on Mon, Sep. 8 on the Brand Autopsy blog.

### TRUE | FALSE

1	<b>Kip Tindell and John Mackey believe increasing shareholder wealth is the most sustainable approach to lasting business success.</b>	TRUE	FALSE
2	<b>The Container Store has achieved its growth success through primarily acquiring regional competitors.</b>	TRUE	FALSE
3	<b>John Mackey routinely fleeced Kip Tindell in poker games during their college days at the University of Texas.</b>	TRUE	FALSE

### MULTIPLE CHOICE

4	<b>John Mackey subscribes to which capitalism ideology?</b>	<b>A</b> – Curious Capitalism <b>B</b> – Concealed Capitalism	<b>C</b> – Combat Capitalism <b>D</b> – Conscious Capitalism
5	<b>How much capital did The Container Store raise when it opened in 1978?</b>	<b>A</b> – \$45,000 <b>B</b> – \$35,000	<b>C</b> – \$40,000 <b>D</b> – \$50,000

### FILL IN THE BLANK

6	<i>quote from Kip Tindell ...</i> We actually say that we put the _____ first and then the _____. If you put the _____ first, they'll take care of the _____ better than anybody else in the marketplace. If both of them are ecstatic, then the _____ are going to be doing better than if you just myopically pay attention to the _____.
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### SHORT ANSWER

**Explain Kip Tindell's "Man in the Desert" approach to customer service.**

**Explain what John Mackey means when he says competitors are stakeholders in the success Whole Foods Market achieves.**