

ENDNOTES

¹ Costco management presentation, March 2010, www.costco.com, accessed April 7, 2010.

² As quoted in Matthew Boyle, "Why Costco Is So Damn Addictive," *Fortune*, October 30, 2006, pp. 128–29.

³ Steven Greenhouse, "How Costco Became the Anti-Wal-Mart," *New York Times*, July 17, 2005, www.wakeupwalmart.com/news, accessed November 28, 2006.

⁴ Quoted in Greenhouse, "How Costco Became the Anti-Wal-Mart."

⁵ Quoted in Nina Shapiro, "Company for the People," *Seattle Weekly*, December 15, 2004, www.seattleweekly.com, accessed November 14, 2006.

⁶ Quoted in Greenhouse, "How Costco Became the Anti-Wal-Mart."

⁷ Boyle, "Why Costco Is So Damn Addictive," p. 132.

⁸ Costco, 2005 annual report.

⁹ Andria Cheng, "Costco Cracks Taiwan Market," *Wall Street Journal*, April 2, 2010, p. B5.

¹⁰ As quoted in Alan B. Goldberg and Bill Ritter, "Costco CEO Finds Pro-Worker Means Profitability," *20/20*, August 2, 2006, <http://abcnews.go.com/2020/Business/story?id=1362779>, accessed November 15, 2006.

¹¹ *Ibid.*

¹² As described in Nina Shapiro, "Company for the People," *Seattle Weekly*, December 15, 2004, www.seattleweekly.com, accessed November 14, 2006.

¹³ Based on data for Costco posted at PayScale, www.payscale.com, accessed October 9, 2008.

¹⁴ *Ibid.*

¹⁵ Quoted in Goldberg and Ritter, "Costco Finds Pro-Worker Means Profitability."

¹⁶ Shapiro, "Company for the People."

¹⁷ Quoted in Lori Montgomery, "Maverick Costco CEO Joins Push to Raise Minimum Wage," *Washington Post*, January 30, 2007, p. D4.

¹⁸ Quoted in Goldberg and Ritter, "Costco Finds Pro-Worker Means Profitability."

¹⁹ *Ibid.*

²⁰ Walmart, 2010 annual report, p. 8.