



## The Birth of Target

*Bruce B. Dayton, Ellen B. Green*

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## **The Birth of Target** Bruce B. Dayton, Ellen B. Green

The birth of Target tells the story of how the five Dayton brothers turned the single, downtown department store inherited from their father in April 1950 into the premier national retail-growth company that eventually became Target Corporation. The brothers' practice of meeting on Saturdays to plan their growth provides a model for respectful and productive ways of dealing with varying family views. Their ability to respond quickly to suggestion and unforeseen opportunity (enabled by conservative financial practice), their willingness to experiment, and their transparency as to the company's bottom line all worked to move the company forward. The Dayton's business principles and practices, particularly of professional management, organizational surplus, good governance, and full involvement with the communities in which they did business, provide a timeless blueprint for the ethical, successful operation of family-owned companies anywhere.

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