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## Three Jews Walked into a Shopping Center ...: A Memoir

*Elizabeth Kraft Taylor*

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**Elizabeth Kraft Taylor : Three Jews Walked into a Shopping Center ...: A Memoir** before purchasing it in order to gage whether or not it would be worth my time, and all praised Three Jews Walked into a Shopping Center ...: A Memoir:

0 of 0 people found the following review helpful. Extremely pleased!By John J. ElliottExcellent book. I was pleasantly surprised when the book arrived and Elizabeth had signed it. It is a gift for my niece who works for Simon in New York.0 of 0 people found the following review helpful. Honest, heartfelt, historicBy lmoHonest, heartfelt and historic. Having worked in this business during the 80's it was a great return to a magical time in retail history and a the added bonus of good life lessons.1 of 2 people found the following review helpful. Interesting vignettes about a strong woman and the organization where she blossomedBy HollyThis was selected as my book group's read for this month. We are all from the Indianapolis area and are familiar with the Simon family so that is what captured our interest.The way the book is set up is in chronological order following the life of Elizabeth Kraft Taylor with a heavy emphasis on her years of working with the Simon brothers. It begins with her childhood and upbringing and then follows along as she discovers her passion for retail. As a young girl of 10, she sees the sparkle and glamour of the department store and how starkly it contrasts to the darkness and ugliness of her home life. The magic draws her in and she eventually works her way into a very successful career with the Simon organization. Run by three brothers, they develop shopping malls all across the United States and Ms. Taylor is a major player in the marketing aspects of the business.The book is made up of short chapters sharing a particular story of her life or her time at Melvin Simon Associates. Some chapters are basically the war stories that get told at happy hour on Fridays after work, some are

glimpses into the personalities running the organization, and some are the challenges of being a woman in the business world when the decision makers are all men - being mistaken for the secretary rather than the executive she is. Part love letter to the Simons and part story of overcoming and succeeding after a horrendous childhood. It is a glimpse into the lives of a group of interesting people who work hard and have influenced more of our lives than most of us realize. I do think I enjoyed it largely due to being from the area and being familiar with the subject matter. It might be less interesting without the Indy connection.

*Three Jews Walked Into a Shopping Center*, a memoir by Elizabeth Kraft Taylor is a book filled with Jewish humor. The skills Elizabeth developed, after surviving a childhood of poverty and abuse, propelled Elizabeth from creative director to becoming the first female senior vice-president for Simon Brothers, now known as Simon Property Group. She has served on three national corporate boards and became a community leader in the City of Indianapolis. Along the way, she gathered a staff of creative geniuses, broke barriers for women, and most importantly, learned to love herself and others. If you are looking for a book about how to succeed, in business, don't buy this one. The glory days of the 1980's will never come again according to Elizabeth, and neither, quite frankly, will men like the Simon Brothers. Elizabeth Kraft Taylor is an author, esteemed public speaker and philanthropist.