



# Delivering the Goods: An Interview with Best Buy and EIX Founder Dick Schulze

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Dick Schulze, the founder of Best Buy and EIX, shares his experiences as an entrepreneur and innovator, including how he tripled his income from his boyhood paper route; quit a retail job when his ideas were not valued; started one consumer electronics store, Sound of Music; then transformed that into Best Buy, the largest consumer electronics store chain in the world.

His lessons of finding opportunities in the ruins of dashed plans -- in Schulze's case, a tornado that destroyed Sound of Music but gave birth to the idea for Best Buy -- still resonate today in a new era of uncertainty.

[Link to video](#)

