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Xan Rice's article referenced a book called 'Bare Essentials - The Aldi Way to Success', written by Dieter Brandes. In the book Mr Brandes, a 14 year ALDI veteran and member of the company's administration board, reveals how this highly secretive company has achieved such phenomenal success over the last 50+ years.

Learning from Aldi — Investment Masters Class

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Brandes is well-qualified to give a view from the inside having been with the cut-price minimalist supermarket for 14 years, including a spell as managing director.

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It is not just about ALDI, but about a management philosophy based on simplicity that has universal relevance and value. As many companies know to their cost, it is all too easy to get sidetracked into providing ever more performance projections, management reports and market analyses and to lose sight of what really matters – the bare essentials.

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