

## What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World



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### ***Reviews***

*A really wonderful ebook with perfect and lucid answers. It is rally interesting throgh looking at period of time. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Gustave Moore)*

## WHAT I LEARNED FROM SAM WALTON: HOW TO COMPETE AND THRIVE IN A WAL-MART WORLD

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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World, Michael Bergdahl, Praise for WHAT I LEARNED FROM SAM WALTON "Michael Bergdahl's book presents unique insights into the staggering international success of Wal-Mart. Throughout the pages of this book, you can almost hear Sam Walton himself coaching and inspiring his legion of employees to greatness." -Tracy Mullin, President and CEO, National Retail Federation "Retailers, non-retailers, manufacturers, and suppliers will enjoy Bergdahl's insights into Wal-Mart's service culture and its leadership icon, Sam Walton." -Roger J. Dow, Senior Vice President Global and Field SalesMarriott International, Inc. Bergdahl outlines his competitive strategy with the acronym P.O.C.K.E.T.S. P-Price: Don't try to compete on price; differentiate your product selection. O-Operations: Break the retail "ready, shoot, aim" tactical orientation by developing an actual strategy to compete. C-Culture: Build a can-do culture with a strong sense of urgency. Communicate your values and beliefs over and over again to your employees. K-Key Item Promotion/Product: Determine who you are and uniformly communicate your brand message to your entire team. E-Expenses: Become obsessed about controlling costs. T-Talent: Recruit constantly and hire people who have both experience and high potential. S-Service: Never take your customer for granted. Empower your employees to make decisions involving customer concerns.



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