

The Small-mart Revolution

THE SMALL-MART REVOLUTION



HOW LOCAL BUSINESSES ARE
BEATING THE GLOBAL COMPETITION

MICHAEL H. SHUMAN

FOREWORD BY BILL MCKIBBEN

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Defenders of globalization, free markets, and free trade insist there's no alternative to mega-stores like Wal-Mart -- Michael Shuman begs to differ. In "The Small-Mart Revolution, Shuman makes a compelling case for his alternative business model, one in which communities reap the benefits of "going local" in four key spending categories: goods, services, energy, and finance. He argues that despite the endless

media coverage of multinational conglomerates, local businesses give more to charity, adapt more easily to rising labor and environmental standards, and produce more wealth for a c

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