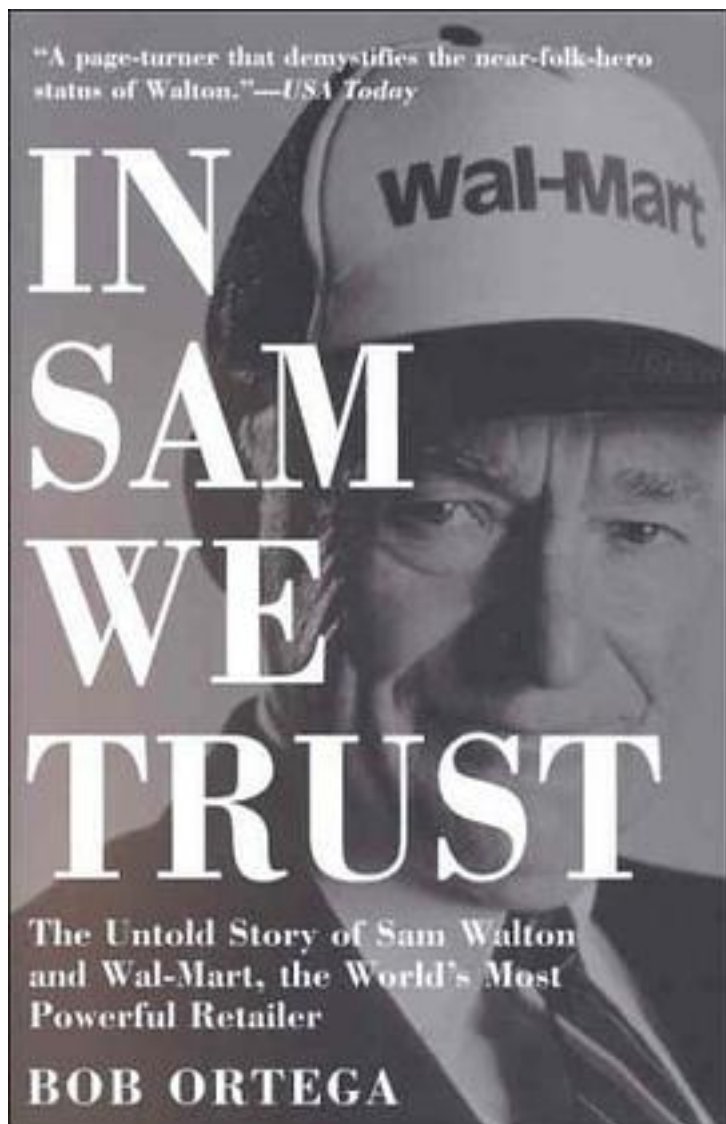


# In Sam We Trust



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From a single tiny store in a backwater town of Arkansas, Sam Walton created Wal-Mart, the world's largest retailer (with sales in 1998 of \$138 billion) and the biggest private sector employer in America. When he died in 1992, Sam Walton had amassed the greatest personal fortune in American history. In this business history, Bob Ortega reveals how Walton was not simply a retailing genius but was so driven he would do almost anything to make money. Ortega continues the story up to 1999, to show how Walton's vision and revolutionary (and often controversial) business practices are now being realized in Wal-Mart's quest for world retailing dominance - including the purchase of ASDA and the consequences for British shoppers, communities and retailers.

作者介绍:

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