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

By Michael Bergdahl

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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...



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