



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

Michael Bergdahl

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A behind-the-scenes look at Wal-Mart's successful business strategies and tactics

What I Learned from Sam Walton unlocks the secrets to Wal-Mart's success and provides answers to these and many other questions. As a former Wal-Mart employee, author Michael Bergdahl had the opportunity to see the Wal-Mart executive team in action. He also had the chance to work directly with Sam Walton. These experiences have provided Bergdahl with a treasure trove of great lessons, experiences, and stories that he now shares throughout the pages of this book. Readers will be introduced to Wal-Mart's unique strategy for competitive success and through the strategy known as P.O.C.K.E.T.S. (Price, Operations, Culture, Key item promotion, Expenses, Talent, Service) will learn how to compete and survive in the shadow of the world's largest company. What I Learned from Sam Walton discloses a business legend's secret strategies for achieving long-lasting success and provides competitors with a road map to successful competition.



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