

# The Retail Revolution: How Wal-Mart Created a Brave New World of Business

*Nelson Lichtenstein*

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**Nelson Lichtenstein : The Retail Revolution: How Wal-Mart Created a Brave New World of Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Retail Revolution: How Wal-Mart Created a Brave New World of Business:

1 of 1 people found the following review helpful. Five Stars By Frank I book that could make you not want to shop at Wal-Mart ever again. 1 of 3 people found the following review helpful. Excellent history of retailing. Easy to read, makes learning easy and fun. By Leslie Levy This book, more than any other, has helped me to understand the retail

industry. The book tells the story of retailing, with a focus on Wal-Mart. I enjoy this book so much that I've actually put aside mysteries to read this instead. The Retail Revolution: How Wal-Mart Created a Brave New World of Business  
2 of 7 people found the following review helpful. Fascinating load of crap  
By Sally  
If you're fond of history this book provides plenty, but it's couched in pro-union verbosity and left-leaning blame mongering. Get out your shovels and hike up your waders; the gems of intel are here if you don't mind swatting aside the flies. As a point of transparency, I work at Walmart ISD and I know how much of the editorial comment is flat out laughable. I do not attend a 'megachurch' and more than half the people on my team are from India, so in fact we go out of our way to respect their culture. If that's a point of pain for anybody, go to ITT Tech and learn a skill. If you work at a Walmart retail store they'll help you pay for it.

The definitive account of how a small Ozarks company upended the world of business and what that change means  
Wal-Mart, the world's largest company, roared out of the rural South to change the way business is done. Deploying computer-age technology, Reagan-era politics, and Protestant evangelism, Sam Walton's firm became a byword for cheap goods and low-paid workers, famed for the ruthless efficiency of its global network of stores and factories. But the revolution has gone further: Sam's proteacutegacutes have created a new economic order which puts thousands of manufacturers, indeed whole regions, in thrall to a retail royalty. Like the Pennsylvania Railroad and General Motors in their heyday, Wal-Mart sets the commercial model for a huge swath of the global economy. In this lively, probing investigation, historian Nelson Lichtenstein deepens and expands our knowledge of the merchandising giant. He shows that Wal-Mart's rise was closely linked to the cultural and religious values of Bible Belt America as well as to the imperial politics, deregulatory economics, and laissez-faire globalization of Ronald Reagan and his heirs. He explains how the company's success has transformed American politics, and he anticipates a day of reckoning, when challenges to the Wal-Mart way, at home and abroad, are likely to change the far-flung empire. Insightful, original, and steeped in the culture of retail life, The Retail Revolution draws on first hand reporting from coastal China to rural Arkansas to give a fresh and necessary understanding of the phenomenon that has transformed international commerce.