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Michael H. Shuman

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THE SMALL-MART REVOLUTION



**HOW LOCAL BUSINESSES ARE
BEATING THE GLOBAL COMPETITION**

MICHAEL H. SHUMAN

FOREWORD BY BILL MCKIBBEN

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Michael H. Shuman : The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition:

1 of 1 people found the following review helpful. Five Stars By violet Highly recommend this book to anyone who is a small business owner. 0 of 0 people found the following review helpful. small midwestern towns need to learn how to recover from ... By Customers small midwestern towns need to learn how to recover from WMT taking over and causing

many stores to close. 15 of 18 people found the following review helpful. Title is a little misleading
By Inforesource
As a small business advisor, I bought this book expecting to learn tips about differentiation, and strategies for beating the big box retailers. Instead it is more of a diatribe against current economic development practice and shopping at the big box stores, especially Wal-Mart. While I agree with some of his assessments, the book left me as an average citizen and consumer feeling powerless and resigned to seeing my tax dollars wasted on corporate welfare. This should be required reading for anyone in economic development or public policy, but is not really written for the average business owner, unless you are interested in starting a career as an advocate for change.

Defenders of massive multinational chains like Wal-Mart and Fortune 500 big business argue that, like it or not, there is no alternative. Their huge scale and international reach, they claim, make them more efficient and profitable, better able to deliver value, and an uncontested boon for the job market. According to the big boys, locally owned small businesses are simply quaint remnants of the past, unable to compete in the global economy. But in *The Small-Mart Revolution*, Michael Shuman shows that the benefits these mega-stores and huge corporations supposedly deliver to communities are illusory. Crunch the numbers and you'll find that locally owned businesses turn out to be much more reliable generators of good jobs, economic growth, tax dollars, community wealth, charitable contributions, social stability, and political participation. Unlike their global competitors, they do this without massive tax breaks and subsidies that often put local economies in a permanent hole. Plus, contrary to popular belief, local businesses are competitive with the multinationals--and gaining ground every day. Shuman highlights numerous trends that are making the old "bigger is better" economies of scale argument obsolete, and he describes a variety of innovative strategies these businesses are using to successfully compete with their over-sized competitors. He also shows how consumers, investors, and policymakers can support their own communities by "going local." *The Small-Mart Revolution* offers a robust alternative to "go-go" globalization, one that nurtures the creative capacities of local businesses and enables communities everywhere to thrive.