



Wal-Mart World: What It Really Takes to Profit in a Wal-Mart World

William Marquard

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Wal-Smart: What It Really Takes to Profit in a Wal-Mart World: What It Really Takes to Profit in a Wal-Mart World

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THE SECRET OF WAL-MART'S SUCCESS-AND YOURS

Wal-Smart is not just a book about Wal-Mart. It's about the principles of leadership in a Wal-Mart economy. No matter what industry you work in, Wal-Mart influences the way you do business. In providing a new level of convenience, discount pricing, and efficiency, Wal-Mart has changed the rules of the global economy, the customer expectations for every business-and the ways your organization must deliver to keep up. Is it even possible to thrive in a world ruled by this, and other, industry giants?

Yes, it is possible-if you're "Wal-Smart," says Bill Marquard. The architect of Wal-Mart's first-ever strategic planning process, Marquard takes you on a rare tour of what's really driving Wal-Mart's success, from its powerful process disciplines to its hidden management "DNA" to its simple, but elegant, productivity loop.

Wal-Smart answers our most gut-wrenching question as business leaders in any industry: Now that we're immersed in the Wal-Mart world, what are we going to do about it? Marquard prescribes the smart choices you need to make in every aspect of your business: as competitors, suppliers, employers, and community members.

Throughout are stories of triumph-and of defeat-that distill the critical strategic choices you must make to win in the shadow of any giant of industry . . . or to become a giant yourself. *Wal-Smart* equips leaders, managers, and anyone in the business community with the essential strategies that really work to survive and thrive in this brave, new Wal-Mart world.

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