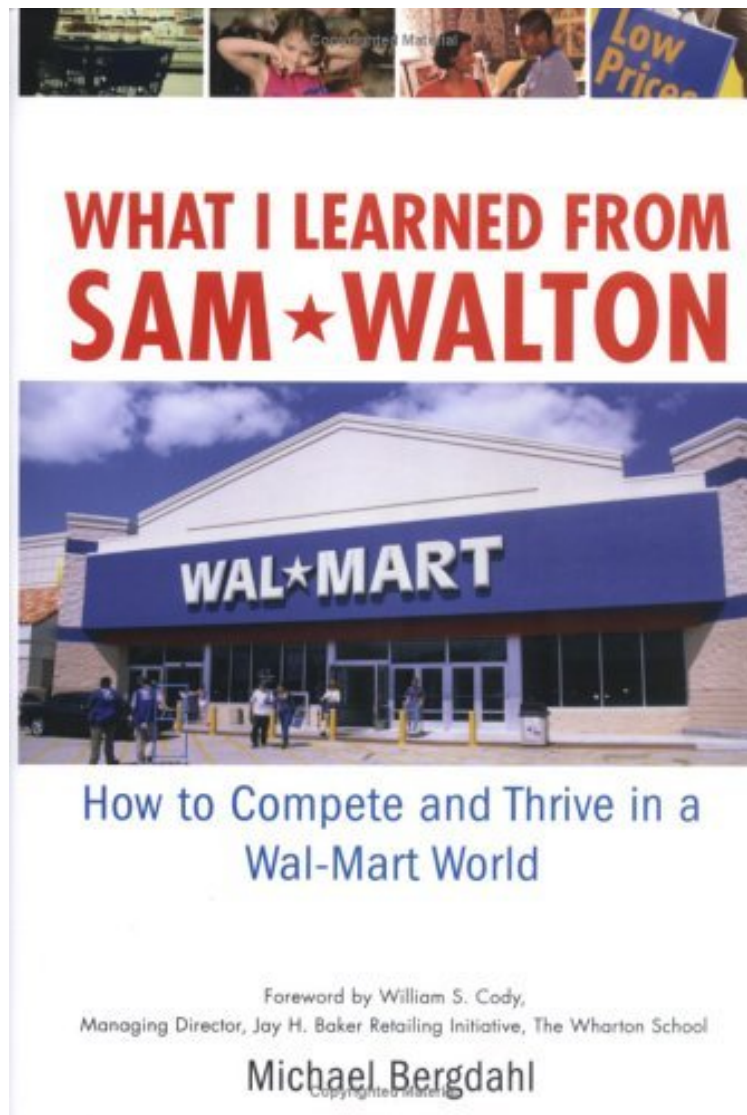


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# What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World

*Michael Bergdahl*

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**Michael Bergdahl : What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World** before purchasing it in order to gage whether or not it would be worth my time, and all praised What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World:

0 of 0 people found the following review helpful. Useful insights about retailing and Sam WaltonBy Volkan OzturkI recommend it to people who is interested in retailing business and Sam Walton.Personally i do not have any ties to

retailing business, however i was curious about Sam Walton. This book gives you valuable insights about the industry and Sam's personal qualities (which i liked the best and purchased the book for, his frugality, hardworkingness and so on, mainly concentrated at chapter 5: cost control tactics) It is easy to understand.. Overall it is a good read and worth it. 3 of 5 people found the following review helpful. Finally, enough complaining about "Big Bad Wal-Mart"! By Knapp Family Mike Bergdahl has declared 'the pity party is over' and has provided a clear and comprehensive outline for operating a successful business - even in the shadow of the giant. It is not for the timid - "What I Learned from Sam Walton: How to Compete Thrive in a Wal-Mart World", will demand you take a cold, hard look in the mirror and honestly assess your business and your commitment to it. Success lies ahead only for those willing to roll up their sleeves and 'get after it!' Accurate and insightful, this book is a must read for anyone who is in the business of providing goods or services as well as anyone who ever wondered, "How does Wal-Mart do it?" Bergdahl has let the "secret" out of the bag, as only an insider could. Time and again the words leapt off the pages at me, a steady reminder of how often I heard those same phrases directly from Mr. Sam's lips. It was so unusual, yet very refreshing, to read a book from someone who truly understand the inner workings of Wal-Mart. 0 of 0 people found the following review helpful. It's a great book for those wanting to get in the retail ... By Cedric It's a great book for those wanting to get in the retail industry. What better way to learn than to learn from the man who knew and worked with Sam Walton.

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.

From the Inside Flap" Innovative ideas backed by visionary leadership and hard work can lead to transformational changes in the world in which we live." - From the Introduction The late Sam Walton began his march to retailing supremacy by building stores in rural areas across the southern United States. After establishing himself and gaining momentum, he began his expansion campaign in the west, north, and northeast- using his innovative business techniques to catch his competitors flatfooted. Walto was innovative, visionary, and hardworking, but these weren't the only traits that enabled him to take Wal-Mart to the top of the retailing world. If you want to compete in today's Wal-Mart world, what better way to improve your business than to learn from the strongest and fastest competitor? In What I Learned from Sam Walton, author Michael Bergdahl uncovers and unravels the principles, culture, and secrets of Wal-Mart's unprecedented success in a way that no one else can. As a former director under Sam Walton, Bergdahl draws upon his firsthand observations of Walton, his company, and its executive team to help you adapt Wal-Mart's best practices and principles to your own organization. With an insider's perspective, Bergdahl peels back the cultural layers of Wal-Mart and gives you a glimpse into the mind of the founder of the world's largest retailer. He also shares seven effective strategies you can take from Wal-Mart to build your business. These seven strategies are illustrated by the acronym P.O.C.K.E.T.S.- because to compete effectively you have to carve out a niche or business "pocket" for your company. Each aspect of From the Back Cover 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 Sales Marriott International, Inc. Bergdahl outlines his competitive strategy with the acronym P.O.C.K.E.T.S. — Price: Don't try to compete on price; differentiate your product selection. — Operations: Break the retail "ready, shoot, aim" tactical orientation by developing an actual strategy to compete. — Culture: Build a can-do culture with a strong sense of urgency. Communicate your values and beliefs over and over again to your employees. — Key Item Promotion/Product: Determine who you are and uniformly communicate your brand message to your entire team. — Expenses: Become obsessed about controlling costs. — Talent: Recruit constantly and hire people who have both experience and high potential. — Service: Never take your customer for granted. Empower your employees to make decisions involving customer concerns. About the Author MICHAEL BERGDAHL worked with Sam Walton as Wal-Mart's director of the Home Office People Division. He has also worked as a turnaround specialist for American Eagle Outfitters, and prior to that, he was on the supply side of retailing with PepsiCo's Frito-Lay Division. Currently, Bergdahl is a full-time speaker and business coach — drawing on his twenty-seven years of business experience. He is the author of The

10 Rules of Sam Walton: Success Secrets for Remarkable Results, also published by Wiley.