



# Walmart: Key Insights and Practical Lessons from the World's Largest Retailer

*Bryan Roberts, Natalie Berg*

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Walmart is the biggest retailer on earth with market leadership in all key markets and rapid expansion into emerging markets. From its humble beginnings in Arkansas, it has become a global retailing phenomenon. For retailers, Walmart is a tough competitor as well as a source of best practice in a number of retail disciplines such as procurement, logistics, systems and store format innovation. Walmart presents an objective analysis of this market leading retailer. Investigating what the retailer gets right, as well as what it gets wrong, it provides a comprehensive insight into the many functions which contribute to its operations. The book will help retailers learn from best practice, rivals to better compete against Walmart and vendors to better service one of their most important customers.

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