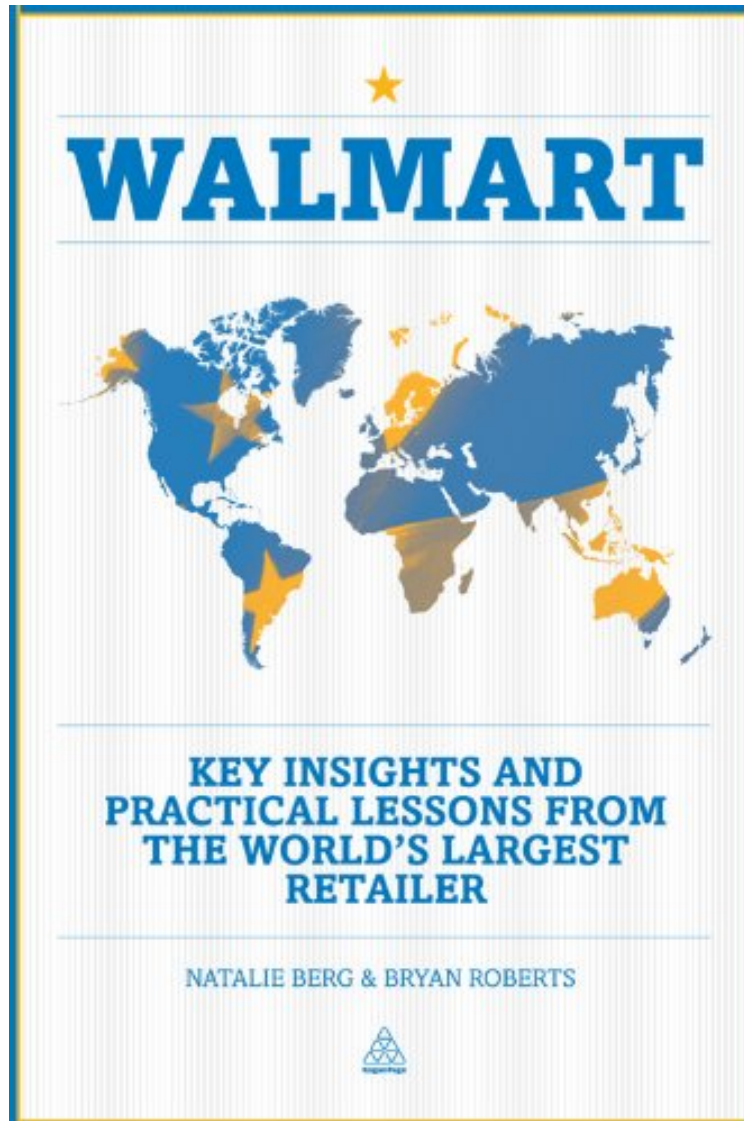


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Walmart: Key Insights and Practical Lessons from the World's Largest Retailer

Bryan Roberts, Natalie Berg

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Bryan Roberts, Natalie Berg : Walmart: Key Insights and Practical Lessons from the World's Largest Retailer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Walmart: Key Insights and Practical Lessons from the World's Largest Retailer:

1 of 1 people found the following review helpful. a must read!By L. StopaMost insightful book on Walmart I have ever read! A must read for the Walmart shoppers all the way to the professional analysts and everyone in between.4 of 4 people found the following review helpful. How and why Walmart International continues to be "the best

positioned retailer in the world" By Robert Morris As this book's subtitle suggests, Natalie Berg and Bryan Roberts share "key insights and practical lessons from the world's largest retailer." Ironically, Walmart's globalization initiatives did not kick into gear until after founder Sam Walton was succeeded by David Glass in 1988, 26 years after Walton opened the first Walmart Discount City store in Rogers, Arkansas. What we have in this volume is a reasonably thorough examination of the organization's rapid growth in terms of both domestic and international markets as well as of its dominance of those markets and even of entire brand categories (e.g. it sells more groceries than Kroger and Safeway do...combined). Moreover, if Walmart were a country, it would rank 25th in terms of gross domestic product. It is also the world's largest commercial employer. If the first Walmart Discount City store were viewed as an "acorn," it certainly gave birth to an immense "oak tree," if not an entire "forest." Berg and Roberts focus on major challenges and issues, explaining how Walmart has addressed them to gain and sustain competitive advantage. For example, here are seven of several dozen covered in the book:

- o How to position ourselves during the rise of consumerism?
- o How to transition branding to a balance of national and private label?
- o How to provide cost-effective reader-friendly amenities?
- o How to use IT to increase operational efficiency and productivity?
- o How to lower costs by lowering suppliers' costs?
- o How to derive maximum benefit from global sourcing?
- o How to accelerate improvement of logistics system?

In the Appendix (Pages 217-223), Berg and Roberts provide a timeline of the development of Walmart International that began with two small stores in Mexico (1991) until 2011 when WI expanded in the UK, South Africa, the Middle East, and Canada. Does WI have what it takes to reposition for the next 50 years of growth? Berg and Roberts observe, "The answer must be that Walmart has what it takes to succeed, but will need to be nimble, adaptable, and innovative to reconfigure to the new realities of commerce." I agree while presuming to add that, in my opinion, competition will become more intense and of a different nature because those who challenge WI have learned valuable lessons from Wal-Mart Stores under Sam Walton's leadership and they have also learned valuable lessons from what has happened to the company since his retirement as CEO. I assume that WI's leaders know what got the company to where it is now won't get it to where it wants to be in months and years ahead.

0 of 0 people found the following review helpful. Five Stars By James A Raftery Good overview and analysis

Walmart provides a detailed assessment of the world's largest retailer that forever changed the face of retailing. The book examines Walmart's successes, failures, and whether it can stay ahead for the next 50 years. Despite being a source for best practice in procurement, logistics, systems and store format innovation, the retail giant is now facing several issues that affect its future development. Starting from its inception in rural Arkansas in 1962, this objective analysis of Walmart's history addresses the rapid change of retail, including the rise of e-commerce and multi-channel retailing; Walmart International and its 'everyday low prices' philosophy; the saturation of the superstore format, and much more. In a time of rapid change, will the world's largest retailer be able to reconfigure? Walmart provides the necessary insights for retailers, advertisers, other business professionals and students to understand how Walmart became a retail giant, the lessons that can be learned, and what is in store for the future.

Retailers, advertising, media, banking professionals; students/academics involved in studying business, logistics, marketing "Every brand wants to understand how to sell to Walmart; this book empowers the reader to understand the strategy behind the giant retailer and gives the reader a strong foundation to improve their relationship and sales with all retailers. This is not a book for those who want to sell at the cheapest price - it is a book that teaches how to build a long-term branded business." --Phil Lempert, Supermarket Guru and editor The Lempert Report "Walmart is a unique book. It combines a comprehensive history of Walmart's methodical rise to greatness with a host of scenarios for its future growth. Must-reading for anyone who wants to know how Walmart did it and where it could be going - in the US and internationally. Roberts and Berg have done a terrific job." --Brian Sharoff, President of the Private Label Manufacturers Association (PLMA) "What we have in this volume is a reasonably thorough examination of the organization's rapid growth in terms of both domestic and international markets as well as of its dominance of those markets and even of entire brand categories." --Robert Morris "[A] well-researched case study... Business students and owners will benefit from the unique perspective Berg and Roberts provide. They offer a peek 'behind the curtain' and access to information rarely shared." --ForeWord "Berg and Roberts draw on their extensive research to provide significant insights and a unique perspective into Walmart's growth from a regional retailer to the world's largest distributor of consumers good and services. They trace Walmart as a competitor, to Walmart as a trend setter, and perhaps even a model to which contemporary global marketers will look for their own success... with a penchant for detail, [they] thoroughly examine the tremendous influence Walmart has had and continues to have on global marketing... an objective commentary on Walmart's organizational leadership and ability to innovate and adapt to the realities and challenges of the future competitive arena... Summing Up: Recommended." --CHOICE "With plenty of combined experience working for Walmart and its competitors, Berg and Roberts are familiar with every twist, turn, foible, and forte of Walmart's retail practices... In addition to their elucidation of the company's domestic presence, [they] also explore Walmart's global ventures, dutifully documenting both their successes... and failures... and illuminating the corporation's ability to learn from good and bad outcomes... Numerous valuable insights

for business students and industry professionals." --Publishers Weekly
"Natalie Berg and Bryan Roberts examine how Walmart has forever changed retailing, production and distribution methods, as well as consumer behavior. Today, the chain faces new challenges as the US market becomes saturated, consumer habits evolve and the international landscape changes. getAbstract recommends this well-researched corporate biography to business historians, retailers, analysts and Walmart shoppers everywhere." --getAbstract
"Based on interviews with the company's executives and CEO Bill Simon, this title follows the changing trends of the retail market and considers lessons other retailers can learn from Walmart's growth and decisions. A fine recommendation for any business holding." --Midwest Book About the Author
Bryan Roberts has spent over ten years as a Walmart analyst and has gained great understanding of Walmart's strategies, objectives and achievements. He is Retail Insights Director for Kantar Retail EMEA (Europe, the Middle East and Africa), based in London. Prior to joining Kantar Retail, Bryan was the Global Research Director at Planet Retail, a leading retail analyst firm. Natalie Berg has spent years working alongside major retailers and vendors as they seek to better compete with, or partner with, Walmart. Her main expertise lies in areas such as private label, merchandizing, pricing and shopper-centricity. She is a Research Director at Planet Retail, a leading retail analyst firm.