



In Sam We Trust: The Untold Story of Sam Walton and Wal-Mart, the World's Most Powerful Retailer

Bob Ortega

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If bigger is better, Wal-Mart has rightfully won its leading position in the pantheon of international institutions. With more than 100 million customers a week, Wal-Mart is by far the world's largest retailer. It is the biggest private-sector employer in North America, and one of the most dominant and influential corporations anywhere. Sam Walton's company prides itself on being a paragon of service, integrity, and frugality to its customers. But all is not well in the many areas where people have been "Wal-Martized" and have faced Wal-Mart's controversial business practices.

In Sam We Trust is the true, unvarnished story of the Wal-Mart colossus at work, and of how its remarkable success illustrates the glory as well as the underbelly of American capitalism. A flinty workaholic obsessed with his stores at the expense of his personal life, Walton established the ruthlessly efficient strategy that enabled Wal-Mart to surpass Sears, outsmart Kmart, and crush small-town mom-and-pop stores. Bob Ortega, a veteran reporter who covered Wal-Mart extensively for *The Wall Street Journal*, has written an illuminating and authoritative account of the world's most powerful store, and of how Sam Walton's way of thinking is transforming America's -- and the world's -- business practices, workplaces, and communities.

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