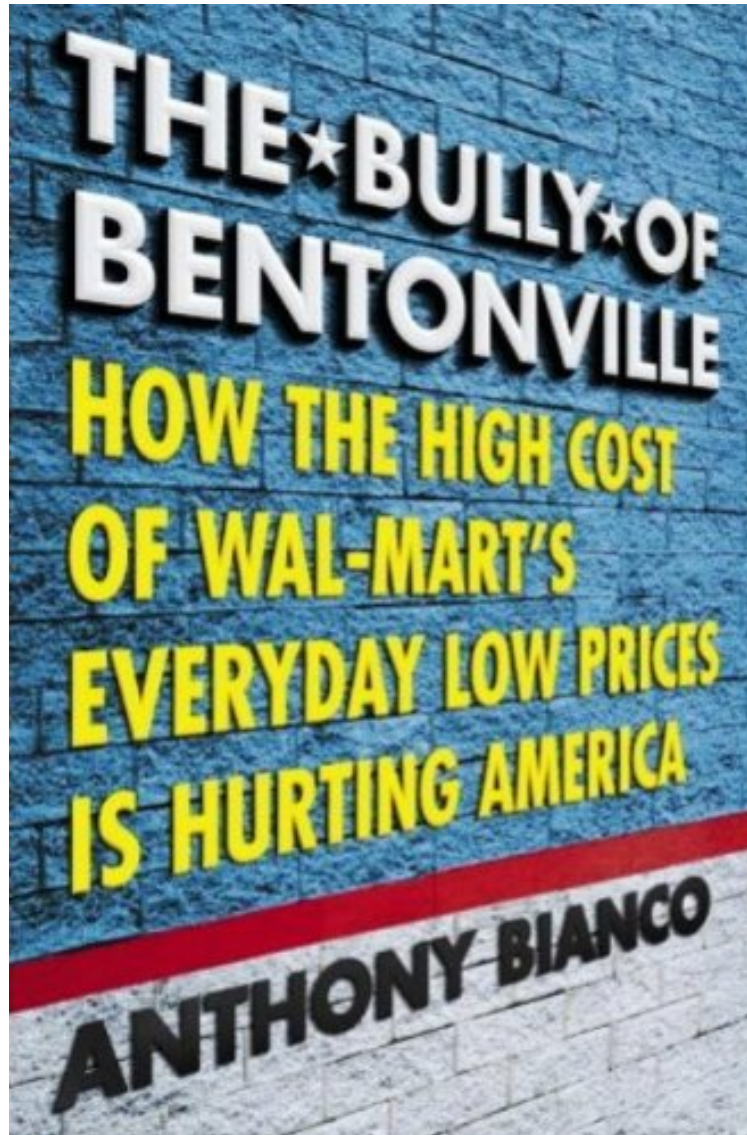


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## The Bully of Bentonville

*Anthony Bianco*

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**Anthony Bianco : The Bully of Bentonville** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Bully of Bentonville:

1 of 1 people found the following review helpful. Informative ReadBy hoosier\_girlI definitely recommend this book to anyone and everyone to read. It is very well written, reads quickly, and will change your mind about how you think about Wal Mart.2 of 4 people found the following review helpful. Everyone should read this bookBy John C. FullerAfter reading this book I will never shop at Walmart again.I recommend this book to everyone who shops there and works there.It's a real eye opener...0 of 0 people found the following review helpful. A company that's hard not to

hate and prices that are hard not to love. By Joshua P. O'Conner It's easy to pick out Wal-Mart as the bad guy. As the top-positioned retailer in the U.S. their sins stand out easily within the public spotlight. Understanding the exact impact of Wal-Mart and separating savvy business decisions from irreprehensible ethical missteps remains a difficult process. Is Wal-Mart evil or does it simply appear to be evil by the nature of its position? While I have previously reviewed "The Wal-Mart Revolution", I found that the insight and perspective that "The Bully of Bentonville" offered paints an entirely different picture. "The Bully of Bentonville" is somewhat the antithesis of the The Wal-Mart Revolution as it focuses heavily on Wal-Mart's wrong-doings and strong arm tactics rather than highlighting the logic of their business model. It's difficult to read "The Bully of Bentonville" and not be repulsed. Author Anthony Bianco provides an overview of Wal-Mart providing insight into the overall corporate culture and history that steers the company today. Rather than sticking to an outsiders view of Wal-Mart, Bianco ties in hard hitting facts about the major players within Wal-Mart and how their personal touch has affected the company. The book shows how the company has transitioned and where it has outright refused to change. "The Bully of Bentonville" picks apart the centralized, almost militaristic structure of Wal-Mart and highlights how this structure prevents associates from stepping too far away from the fold. Bianco also documents stores that are trying to compete against Wal-Mart's stronghold on retail sales and the successes and failures of those efforts. He also takes time to show what happens to Wal-Mart's defectors and those that attempt to battle the regime. Bianco writes in a very accessible format and manages to keep the reader entertained. It's not a book to pick up if you want a quick synopsis of Wal-Mart, but if you are looking for a more detailed account how the retailer operates and how it impacts retail in the U.S. it's a great read. "The Bully of Bentonville" didn't delve into the international side of Wal-Mart's business as heavily as it could (specifically how the stores operate within cultural limitations). Overall it's an excellent read and it provides a portrait that points out the problems with Wal-Mart's operation without outright bashing the company.

The largest company in the world by far, Wal-Mart takes in revenues in excess of \$280 billion, employs 1.4 million American workers, and controls a large share of the business done by almost every U.S. consumer-product company. More than 138 million shoppers visit one of its 5,300 stores each week. But, as recent news stories show, Wal-Mart's "everyday low prices" come at a tremendous cost to workers, suppliers, competitors, and consumers. The definitive portrait of the juggernaut that is reshaping American, *The Bully of Bentonville* exposes the zealous, secretive, small-town mentality that rules Wal-Mart and chronicles its far-reaching consequences. In a gripping, richly textured narrative, Anthony Bianco shows how Wal-Mart has driven down retail wages throughout the country, even as their substandard pay and meager health-care policy have led to a double-digit employee turnover; why their aggressive expansion inevitably puts locally owned stores out of business; and how their pricing policies have forced suppliers to outsource work and move thousands of jobs overseas. Their power even influences what Americans can read, watch, and listen to; in the name of protecting its customers, Wal-Mart bans "racy" magazines and insists on sanitized versions of popular DVDs and CDs. Based on countless interviews with Wal-Mart employees, managers, executives, competitors, suppliers, customers, and community leaders, *The Bully of Bentonville* illuminates the story-behind-the-headlines and brings the truths about Wal-Mart into sharp focus. From the Hardcover edition.