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Walmart s Egonomics Always: The Greed Behind the Smiley Face (Paperback)

By MR Charles H Hood

Createspace Independent Publishing Platform, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Fore/Word review describes this book as being incredible. It then bestows its highest award, FIVE STARS (out of five), a rare and momentous rating for any book, much less for the product of a first-time author. The Kirkus Review states: A well-crafted personal tale of business gone bad . Hood documents the sorry story of how at best Wal-Mart management ineptly implemented a promotional program they had agreed to support, and at worst, sabotaged it because of a perverted ego and profit-driven arrogance . a true corporate David and Goliath story . after reading this book, it will likely be difficult for the reader not to accept the author s claim that Wal-Mart is a corporate villain. Gary L. Richardson is frequently described as being Oklahoma s top gun trial attorney. In the past, he has successfully represented clients against Wal-Mart. These trials, in combination with his heavy amount of preparatory research, have left Gary with an intimate knowledge of Wal-Mart s frequently harmful business practices. Gary wrote the book s Foreword. In it he states: I have...



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