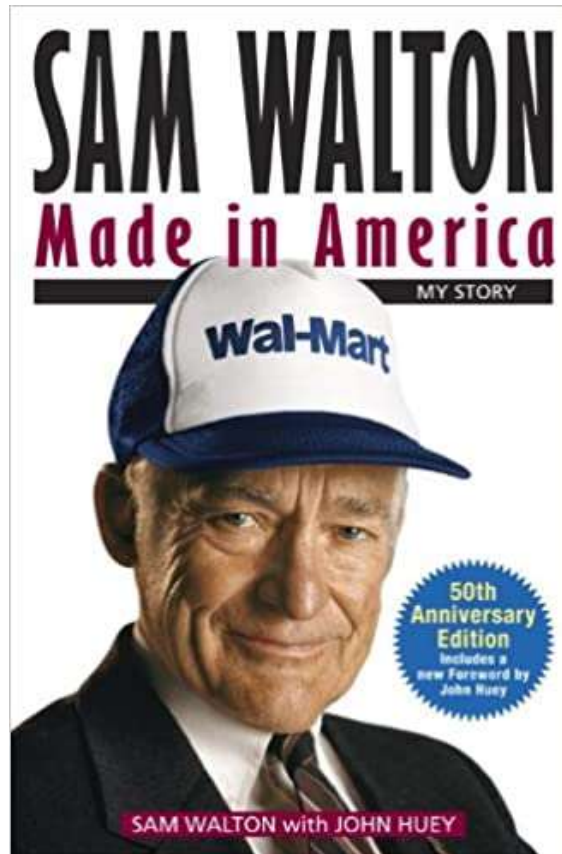


Introducing a Book:

SAM WALTON: Made in America – My Story

Sam Walton with John Huey

Publisher: Doubleday; First Edition (1992)



Courtesy: https://www.amazon.com/Sam-Walton-Made-America-Story/dp/0345538447/ref=sr_1_8?dchild=1&keywords=sam+walton&qid=1607317778&s=books&sr=1-8

Sam Walton (Samuel Moore Walton 1918-1992), the founder of Walmart and Sams Club, narrates his life story in this fascinating and inspiring book. He writes in his foreword to the book, "... it can capture for you at least something of the spirit we've all felt in building this company." He also writes, "... I think more than anything it proves there's absolutely no limit to what pain ordinary working people can accomplish if they're given the opportunity and encouragement and

the incentive to do their best.” He says, “Wal-mart became Wal-mart: ordinary people joined together to accomplish extraordinary things.”

Sam writes about his childhood, “We never thought of ourselves as poor, although we certainly didn’t have much of what you’d call disposable income lying around, and we did what we could to raise a dollar here and there.” He helped his mother in her “little” milk business. He would “get up early in the morning and milk the cows, and I’d deliver it ...” When he was seven or eight years old, he started selling magazine subscriptions. He distributed newspapers “from the seventh grade all the way through college.” Because of all these efforts he learned that “it was important for us kids to help provide for the home, to be contributors rather than just takers.” He learned how much hard work it took to get your hands on ...”

The autobiography has 18 chapters with a postscript. Every chapter describes the difficulties faced, and the efforts he made to reduce or eliminate such difficulties, all leading on to positive gains in experience, knowledge, vision and income and earnings. Care and love for his coworkers, businesspersons he had to deal with, and for the customers he was serving through Wal-mart are all evident in all the chapters. Amazing story and amazing achievement, indeed.

Chapter 1 Learning to Value a Dollar

Chapter 2 Starting on a Dime

Chapter 3 Bouncing Back

Chapter 4 Swimming Upstream

Chapter 5 Raising a Family

Chapter 6 Recruiting the Team

Chapter 7 Taking the Company Public

Chapter 8 Rolling out the Formula

Chapter 9 Building the Partnership

Chapter 10 Stepping Back

Chapter 11 Creating a Culture

Chapter 12 Making the Customer Number One

Chapter 13 Meeting the Competition

Chapter 14 Expanding the Circles

Chapter 15 Thinking Small

Chapter 16 Giving Something Back

Chapter 17 Running a Successful Company: Ten Rules that Worked for me

Chapter 18 Wanting to Leave a Legacy

A Postscript

The Ten Rules that Sam Walton followed are presented also in the website of Walmart (<https://corporate.walmart.com/our-story/history/10-rules-for-building-a-business>). This is listed below:

- 1. Commit to your business**
- 2. Share your profits with all your associates, and treat them as partner**
- 3. Motivate your partners (employees)**
- 4. Communicate everything you possibly can to your partners**
- 5. Appreciate everything your associates do for the business**
- 6. Celebrate your success**
- 8. Exceed your customers' expectations**
- 9. Control your expenses better than your competition**
- 10. Swim upstream**

You may like to read the details in the book or on the website of Walmart. Readers are all encouraged by reading *SAM WALTON: Made in America – My Story*. A critical analysis in a classroom set up will bring in not only the essentials of this success story but also what could be further progress of retailing in this changing world. We will also learn how important it is to change business tactics as time and situation demand. Making money should not be the only goal of any business enterprise. No doubt the stockholders will look always look for profit. Serving the customer, the community and the associates is also an equally important part of every business enterprise. The success of Sam Walton certainly shows the young entrepreneurs what way and method they should adopt.

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