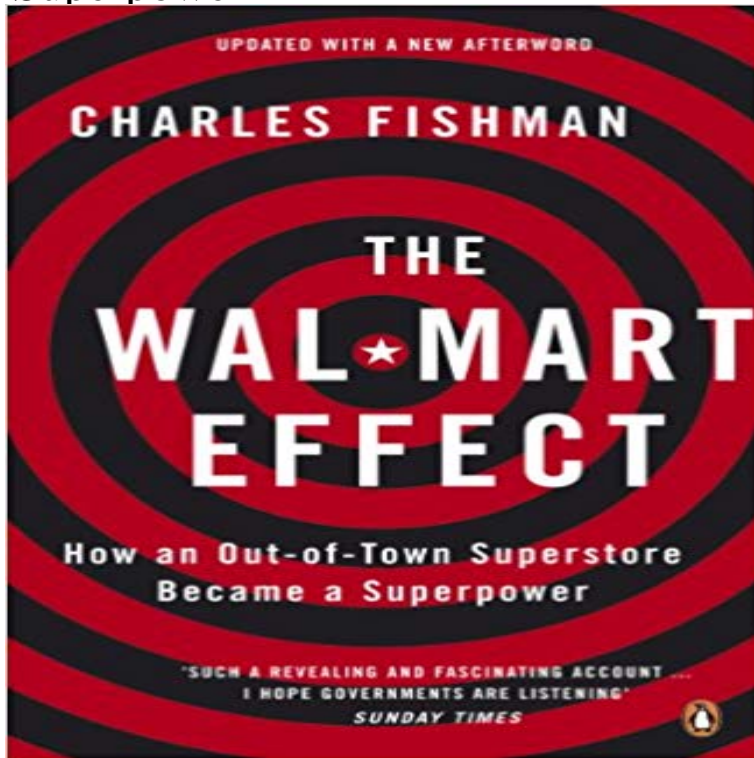


The Wal-Mart Effect: How an Out-of-town Superstore Became a Superpower



Charles Fishman takes us into the heart of the biggest company on earth, ever, to show how the Wal-Mart effect shapes lives everywhere, whether for cleaners in America, bicycle-makers in China or salmon farmers in Chile. Now Wal-Marts influence is so great it can determine everything from working practices to market forces themselves, Fishman asks: how did a shop manage to do all this? And what will the ultimate cost of low prices be?

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