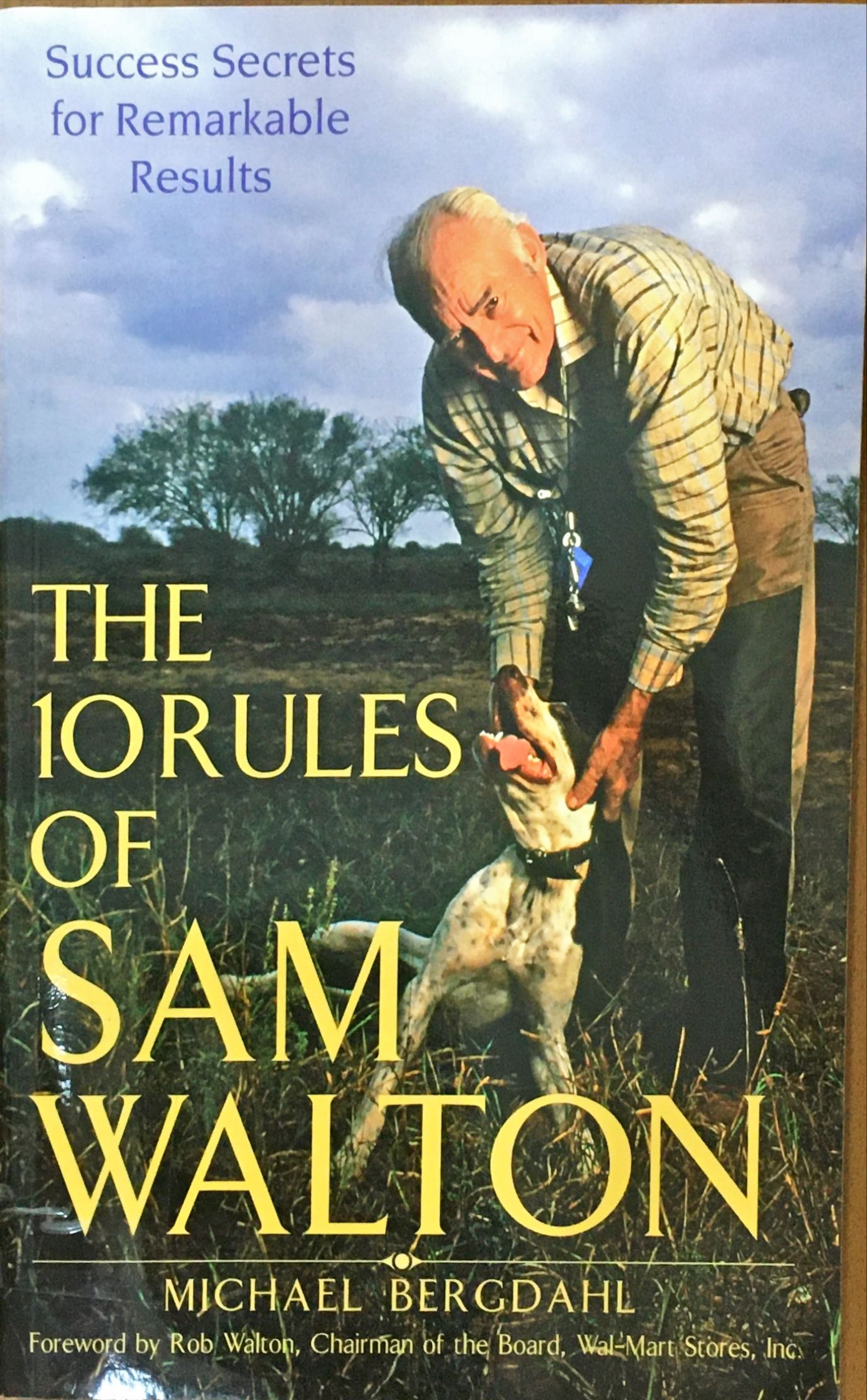


Success Secrets
for Remarkable
Results

A photograph of a man with grey hair, wearing a striped long-sleeved shirt and khaki pants, leaning over a dog in a field. The dog is a speckled breed, possibly a pointer, and is looking up at the man with its mouth open. The background shows a field with some trees under a cloudy sky.

THE
10 RULES
OF
SAM
WALTON

MICHAEL BERGDAHL

Foreword by Rob Walton, Chairman of the Board, Wal-Mart Stores, Inc.



The Ten Rules of Sam Walton

Success Secrets for
Remarkable Results



Foreword by Rob Walton,
Chairman of the Board, Wal-Mart Stores, Inc.



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Foreword

Many authors have written books, positive and negative, about the American phenomenon that is Wal-Mart. Michael Bergdahl has an advantage, in that he worked for my father and came to learn many of Dad's lessons about success in business, and in life, from Dad himself.

My father never set out to run the world's largest company. He said many times that he wanted to provide value for customers, create a great workplace for his associates, and be a positive force in the communities we call home. He did so with the values of respect, hard work, continuous improvement, and service, which are as relevant today as they were when he laid them down in the 1960s.

Dad believed strongly in the power of people, so it's fitting that most of his rules for business are really about people, and what can be achieved when you believe in yourself and believe in others. Dad has been gone for more than a dozen years now, but his values live on at the 6,700 stores that serve hundreds of millions of customers every week, all around the world.

As large as Wal-Mart has become, we still find ourselves referring to Dad's "Rules for a Successful Business," embodied in this book.

S. Robson "Rob" Walton
Chairman of the Board,
Wal-Mart Stores, Inc.



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