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Autore	Moreton Bethany
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Nota di contenuto	Prologue: From populists to Wal-Mart moms -- Our fathers' America -- The birth of Wal-Mart -- Wal-Mart country -- The family in the store -- Service work and the service ethos -- Revival in the aisles -- Servants unto servants -- Making Christian businessmen -- Evangelizing for free enterprise -- Students in free enterprise -- "Students changing the world" -- On a mission : the Walton international scholarship program -- Selling free trade -- Epilogue: A perfect storm.