

1. Record Nr.	UNINA9910811799603321
Autore	Shuman Michael
Titolo	The small-mart revolution : how local businesses are beating the global competition // Michael H. Shuman
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler, c2006
ISBN	1-282-29893-3 9786612298936 1-57675-542-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (307 p.)
Collana	BK Currents
Disciplina	338.6/420973
Soggetti	Small business - United States Import substitution - United States Globalization - Economic aspects - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 245-270) and index.
Nota di contenuto	Contents; Foreword; Introduction: From Wal-Mart to Small-Mart; PART ONE: THE GATHERING GALE; 1 Wreckonomics; 2 The LOIS Alternative; 3 Amazing Shrinking Machines; PART TWO: THE SMALL-MART PATRIOTS; 4 Consumers; 5 Investors; 6 Entrepreneurs; 7 Policymakers; 8 Community Builders; 9 Globalizers; Appendix A. The Fall and Rise of Small-Scale Competitiveness; Appendix B. The Scale of Existing Business by Payroll; Acknowledgments; About the Author; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Z;
Sommario/riassunto	Defenders of globalization, free markets, and free trade insist there's no alternative to mega-stores like Wal-Mart -- Michael Shuman begs to differ. In "The Small-Mart Revolution, Shuman makes a compelling case for his alternative business model, one in which communities reap the benefits of "going local" in four key spending categories: goods, services, energy, and finance. He argues that despite the endless media coverage of multinational conglomerates, local businesses give more to charity, adapt more easily to rising labor and environmental standards, and produce more wealth