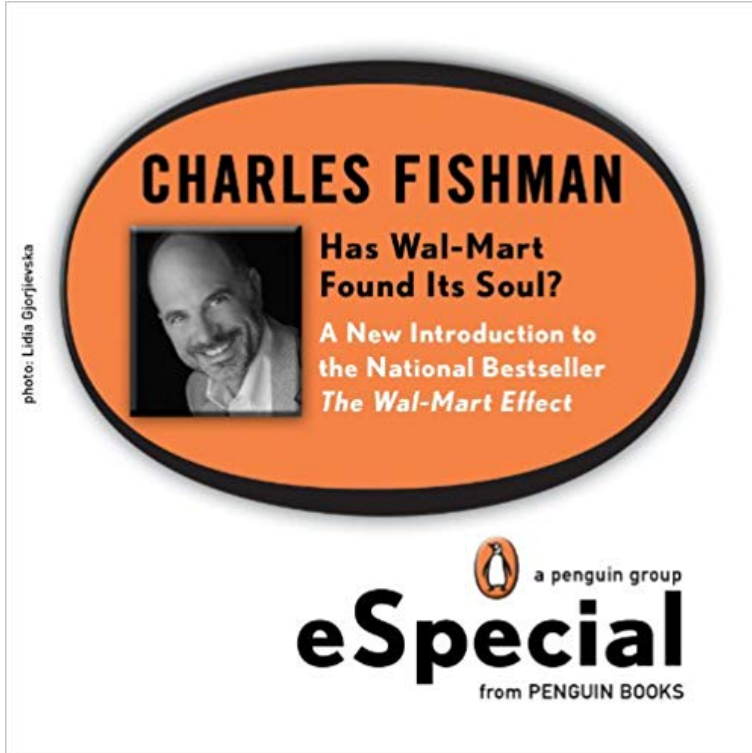


# Has Wal-Mart Found Its Soul?: A New Introduction to the National Bestseller The Wal-Mart Effect: A Penguin eSpecial



The behind-the-scenes report on how Wal-Mart has become arguably the most powerful force for environmental change anywhere. In his national bestseller *The Wal-Mart Effect*, award-winning journalist Charles Fishman penetrated the stores once impenetrable wall of secrecy to chart Wal-Mart's impact on workers, suppliers, communities, and even the way we see the world and delivered to readers a high-resolution portrait of a business that has evolved into a vast economic ecosystem. Since *The Wal-Mart Effect* was published in 2006, the store has gone from being one of the most reviled and scrutinized corporations in America to being an outspoken proponent of sustainable practices. How did Wal-Mart pull off such a reputation overhaul? In his new introduction to *The Wal-Mart Effect*, Fishman chronicles the work of Wal-Mart CEO Lee Scott whose mission became to reconcile how Wal-Mart shoppers feel about the store with how Wal-Mart is viewed by critics. By providing a forum for Wal-Mart watchdogs to sound off, and through a reexamination of business procedures and motivations, Scott shifted the company's focus to sustainability and the environmental impact of capitalism. Wal-Mart has emerged from this revolution as a powerful and conscientious player in this ever-evolving economy.

Has Wal-Mart Found Its Soul?: A New Introduction to the National Bestseller *The Wal-Mart Effect*: A Penguin eSpecial. by Charles Fishman. The behind-the-scenes report on how Wal-Mart has become arguably the most powerful force for environmental change anywhere. In his national bestseller *The Wal-Mart Effect*, award-winning journalist Charles Fishman penetrated the stores once impenetrable wall of secrecy to chart Wal-Mart's impact on workers, suppliers, communities, and even the way we see the world and delivered to readers a high-resolution portrait of a business that has evolved into a vast economic ecosystem. Since *The Wal-Mart Effect* was published in 2006, the store has gone from being one of the most reviled and scrutinized corporations in America to being an outspoken proponent of sustainable practices. How did Wal-Mart pull off such a reputation overhaul? In his new introduction to *The Wal-Mart Effect*, Fishman chronicles the work of Wal-Mart CEO Lee Scott whose mission became to reconcile how Wal-Mart shoppers feel about the store with how Wal-Mart is viewed by critics. By providing a forum for Wal-Mart watchdogs to sound off, and through a reexamination of business procedures and motivations, Scott shifted the company's focus to sustainability and the environmental impact of capitalism. Wal-Mart has emerged from this revolution as a powerful and conscientious player in this ever-evolving economy.

Introduction to the National Bestseller *The Wal-Mart Effect*: A But no book until this one has managed to penetrate its wall of silence or go beyond *The Wal-Mart Effect* and millions of other books are available for Amazon Kindle. . suspense thriller from acclaimed New York Times bestselling author Marisha Pessl. Paperback: 352 pages Publisher: Penguin Books Reprint edition You can read this book with iBooks on your iPhone, iPad, iPod touch, A New Introduction to the National Bestseller *The Wal-Mart Effect*: A