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Walmart: A Case Study in Strategy Sean Karrels Webster University Management 5650 Management and Strategy 2014 Professor Mike Gibbs September 20, 2014 Abstract As I sat down several weeks ago to begin writing this case study, I struggled with how I wanted to lay the paper out, however, when I opened Lee Scott's 21st century leadership speech that was part of the required reading, the following quote struck me as the essence of the whole case study, so I would like to share it with you

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he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

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