



Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants

Mrs. Don Taylor, Jeanne Smalling Archer

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"What counts is not necessarily the size of the dog in the fight - it's the size of the fight in the dog." Dwight D. Eisenhower uttered those words, but they could be a wake-up call for every small business owner in America who's cowering under the glare of the big dogs' teeth. The fact is, you CAN stand up to the superstores, and you can win the fight. "Up Against the Wal-Marts" coaches you each step of the way. You'll find inside a potent arsenal of strategies, tips, and advice to combat cut-throat pricing, regain customer focus, identify and seize profitable niches - in short, to turn your unique knowledge into market share. Plus, it recounts the heartening and enlightening stories of 12 businesses who survived - and thrived - in the shadow of a retail giant.



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