

**In Sam We Trust: The Untold Story Of Sam Walton And
Wal-Mart, The World's Most Powerful Retailer
By Bob Ortega**

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Gross, "Sam Walton, Wal-Mart, and the Discounting of America," January 30, 1989, 52-58; Bob Ortega, In Sam We Trust: The Untold Story of Sam Walton and Wal-Mart, the World's Most Powerful Retailer (New York: Times Business, 2000).

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