

<<商务英语系列读物>>

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内容概要

神的灵运行于水上。

神说？

要有先。

便有了先。

于是，先芒所至，点亮了今日熟知的世界，一片生机勃勃，一派五色杂陈。

然而这花团锦簇之中，却鱼龙混杂，泥沙俱下。

真理隐没于万象，阡陌荒芜于四野，宛如明珠投暗，白玉蒙尘；不径去粗取精的挑拣，不经去伪存真的争鸣，世界依然是没有规律的混沌，缺乏雕琢的毛坯。

创世的传说，开拓的梦想，在世界各民族的文化传统中都闪烁着亘古不灭的光辉。

将看似冲动的行为规范化，将瞬间闪现的灵先规律化，生活由此被分门别类，用精准的刻度使之成为可掌控和量化的对象。

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章节摘录

2) History Sam Walton, a businessman from Arkansas, began his retail career when he started work on June 3, 1940, at a J.C. Penney store in Des Moines, Iowa where he remained for 18 months. In 1945, he met Butler Brothers, a regional retailer that owned a chain of variety stores called Ben Franklin and that offered him one in Newport, Arkansas. Walton was extremely successful in running the store in Newport, far exceeding expectations. However, when the lease came up for renewal, Walton could neither come to an agreement on the existing store lease renewal nor find a new location in Newport. Instead, he opened a new Ben Franklin franchise in Bentonville, Arkansas, but called it "Waltons Five and Dime". There he achieved higher sales volume by marking up slightly less than most competitors. On July 2, 1962, Walton opened the first Wal-Mart Discount City store. Within five years, the company expanded to 24 stores across Arkansas and reached \$12.6 million in sales. In 1968, it opened its first stores outside Arkansas, in Sikeston, Missouri and Claremore, Oklahoma.

3) Recent initiatives On September 12, 2007, Wal-Mart introduced new advertising with the slogan, "Save Money Live Better", replacing the "Always Low Prices, Always" slogan, which it had used for the previous 19 years. Global Insight, which conducted the research that supported the ads, found that Wal-Mart's price level reduction resulted in savings for consumers of \$287 billion in 2006, which equated to \$957 per person or \$2,500 per household (up 7.3% from the 2004 savings estimate of \$2,329).

On June 30, 2008, Wal-Mart unveiled a new company logo, featuring the non-hyphenated name "Walmart" followed by a stylized spark, as it is referred to on store advertisements. The new logo received mixed reviews from some design critics, who question whether the new logo is as bold as competitors such as the Target bullseye or as instantly recognizable as the former company logo, which was used for 18 years. The new logo made its debut on the company's walmart.com website on July 1, 2008, although the old logo still appears on the corporate site, walmartstores.com. The new logo will eventually replace store logos at the company's US locations throughout the year. Wal-Mart international have not yet adopted the new logo.

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