

# Contents

<b>Indian Publisher's Note</b>	xiv
<b>Introduction: Greenfield Slam-Dunks Wal-Mart</b>	xvii

## **Part I: Store Wars: The Evil Empire**

Chapter One: Wal-to-Wal Wal-Marts	3
Chapter Two: The Case Against Retail Sprawl	17
Chapter Three: Busting Some Myths	29
Chapter Four: How Wal-Mart Creeps into Town	81
Chapter Five: The Top Banana	91

## **Part II: How You Can Stop Superstore Sprawl**

Chapter Six: Letters From Home	98
Chapter Seven: When the Fat Company Sings	115
Chapter Eight: How to Slam-Dunk Sprawl-Mart	119
Chapter Nine: Creating A No-Sprawl Zone	149
Chapter Ten: Buster's Megastore Diet	177
Chapter Eleven: You Don't Need A Shotgun	183
Chapter Twelve: Confessions of a Sprawl-Buster	187
FAQs: Frequently Asked Questions	194

## **Appendices**

Appendix 1: Strategy Check List	198
Appendix 2: Economic Field Reports: Dust To Dust	202
Appendix 3: Hometowns, Not Home Depot	212
Appendix 4: Sprawl-Busters Toolbox	244
Appendix 5: Victorious Secret	246