



## Stop Paddling Start Rocking the Boat: Business Lessons from the School of Hard Knocks (Paperback)

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By Louis A Pritchett

iUniverse, United States, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In 1987, Lou Pritchett, the vice president of sales at Procter Gamble, had a radical idea. He phoned Sam Walton and invited the visionary chairman of Wal-Mart on a two-day canoe trip. There on the South Fork River in Arkansas, Lou made Sam and offer no profit-minded person could refuse: the chance to forge a partnership between the two colossal firms. This now legendary trip marks the culmination of a lifetime devoted to building customer relationships. Sam wrote Lou, Thank you for what you have personally done to bring our two companies together and develop a relationship that I think will be outstanding and beneficial to both of us for a long time to come. You are a real friend.



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