


Bloomberg Businessweek

May 8 - May 14, 2017 | bloomberg.com

**WAL-MART
HAS A PRICEY NEW
PLAN TO WIN
AT E-COMMERCE
AND BEAT
AMAZON**

p.42

A photograph of Jeff Bezos, the CEO of Amazon, looking directly at the camera. He is wearing a dark blue patterned blazer over a light blue collared shirt. His hands are clasped in front of him, and he is wearing a gold ring on his left hand. In the background, there is a large yellow smiley face emoji and a yellow hand emoji with fingers spread.

**THEY'RE
COMING
FOR YOU,
BEZOS**

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"Our story is about Wal-Mart. They have a new strategy to compete with Amazon."

"Best of luck to them. Do you know that last week I got 100 heavy-duty scrubbing pads, 2 gallons of bleach, and a fishnet bodysuit delivered to my door the next day with a touch of a button using Amazon Prime? Can Wal-Mart do that?"

"Why, exactly, did you need those items so urgently?"

"I've already said too much."

2

