



BERRETT-KOehler PUBLISHERS
A BK CURRENTS Book
235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com, www.bkcurrents.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicist
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

The Small-Mart Revolution

How Local Businesses Are Beating the Global Competition

By Michael H. Shuman

"*THERE IS NO ALTERNATIVE*" (in the words of former British Prime Minister Margaret Thatcher) to globalization and the primacy of the multinational corporation. According to the defenders of this status quo philosophy—dubbed TINA—there is only one road to economic success: get large multinationals to locate in your local community, and export your goods as widely as possible all across the globe. Because of their huge scale and international reach, these multinational retailers and manufacturers are seen by TINA proponents as being more efficient and profitable, more able to deliver better prices for their goods, and more able provide jobs in the communities that they are located in. To TINA proponents locally owned small businesses are simply quaint remnants of the past, no longer able to compete in the global economy.

But Michael Shuman in his new book ***The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition*** proposes an alternative economic model based on local ownership and import substitution—or as he calls it: LOIS. He shows how contrary to popular myth, locally owned businesses are competitive with the multinationals and how they're gaining ground every day. And he challenges us all to not only buy locally produced goods, but also to apply the LOIS philosophy across the board to non-retail goods like home mortgages.

Shuman highlights eight trends that are making the old "bigger is better" economies of scale argument obsolete, and he describes a variety of innovative strategies these businesses are using to successfully compete with their over-sized competitors. He also shows how consumers can support these businesses by "going local" in their spending and how investors, policymakers, and global organizers can join the Small-Mart Revolution as well.

The Small-Mart Revolution is not just a book title. As Shuman makes clear, the Small-Mart Revolution is a movement and a call to arms to revitalize our communities by producing, selling, buying, and aspiring to conduct all aspects of modern day business on a local level. ***The Small-Mart Revolution*** offers a robust alternative to "go-go" globalization, one that nurtures the creative capacities of local businesses and enables communities everywhere to thrive.

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Michael H. Shuman is Vice President for Enterprise Development at the Training & Development Corporation. He is the former director of the Institute for Policy Studies in Washington, DC, cofounder of the Business Alliance for Local Living Economies, and is the recipient of a Kellogg National Leadership Fellowship. He is the author of several books, including *Going Local: Creating Self-Reliant Communities in a Global Age*; has written articles for many publications, including the *Nation*, the *Weekly Standard*, the *New York Times*, and the *Washington Post*; and has been a periodic commentator on NPR.

The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition

By Michael H. Shuman

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“Following the footsteps of E.F. Schumacher and Jane Jacobs, who elegantly described the “why” of local and regional economies, Michael Shuman’s new book provides the much needed “how to” with compelling examples from around the world.”

— Susan Witt, executive director, E.F. Schumacher Society

*“There are precious few good alternatives to the “Wal-Martization” of our communities. Shuman’s **The Small-Mart Revolution** not only provides an alternative analysis, but tells us how we can make it happen.”*

— Robert Greenwald, director of *Wal-Mart: The High Cost of Low Price*

*“You will gasp, chuckle and recoil at Michael Shuman’s myth-busting story of category killers and community hijackings. Illusions abound in big business, but the biggest tooth fairy of all is the assertion that megalithic corporations save us money. The consumer’s friend is not the company with the luxury boxes at the Super Bowl, but the local entrepreneurs that coach Little League. **The Small-Mart Revolution** details an economic uprising based on decency and common sense that is coming to a neighborhood near you: businesses whose interests align with yours.”*

— Paul Hawken, author of *The Ecology of Commerce*

“This book is power. A master myth-buster springs us all from a deadly trap, the notion that there’s something unstoppable and efficient about a world gone Wal-Mart. Shuman’s fun-to-read prose ignites us with the startling facts and the confidence-surge we need to recreate locally owned, community-nourishing economies. It’s not only possible, it’s happening. Hurrah, Michael Shuman!”

— Frances Moore Lappé, author of *Democracy’s Edge: Choosing to Save Our Country by Bringing Democracy to Life*

“Michael Shuman has done it again. He shows the power of grassroots economics—not as mere theory about a future world—but as real people, today, creating an equitable economy from the grassroots up. This book will revolutionize your thinking about “development.” Do yourself and all of us a favor by reading it and then acting on it.”

— Kevin Danaher, co-director, Global Exchange

“Shuman explains why those who claim the world is flat are just flat wrong. He takes on the single-factor analysts who argue that the future lies in outsourcing our lives by showing how locally based businesses and economies are a happier, healthier solution for all. In the end, it’s not how far our dollars travel that matters but how well and often they multiply near where they are earned and spent. Shuman shows how to stop local economies from being drained through the avaricious pipelines of globalization and turned instead into deep wells serving their own communities.”

— Sam Smith, editor, *Progressive Review*

“The Small-Mart Revolution reveals why supporting small business make good economic sense and why small businesses offer the only real long-term solution for the health of our neighborhoods and our nation. It will touch your heart, while showing you how to better mind your wallet.”

— Dr. Nancy Snyderman, Vice President for Consumer Education, Johnson & Johnson, and Associate Professor Head and Neck Surgery, University of Pennsylvania

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"In this powerfully argued book Michael Shuman explains how small, innovative and locally-oriented economies can undermine the power of globalize mega-companies like Wal-Mart, building healthier, wealthier and happier local communities in the process. Even if you do not agree with all his economic arguments, his many examples of creative communities that have taken charge of their own economic, social and cultural futures cry out for wide replication."

— John McClaughry, formerly Senior Policy Advisor in the Reagan White House and President of the Ethan Allen Institute

*"Get out of the big-box; get into your community and its economy! Michael Shuman tells us why a vibrant local economy is important, how to make it happen, and how doing so could help each of us. Were Adam Smith around for our era of "globalization," he would no doubt embrace this book. **Small-Mart** extends Shuman's insights from his Going Local in a very accessible way. He offers sound analysis, and a style that emphasizes action. This book is addressed to consumers, entrepreneurs, and policy makers, and its message could not be more timely."*

— Christopher Gunn, author of *Third Sector Development*

"Some of us have embraced globalization without worrying overmuch about the consequences. Others of us are fighting pointless battles against progress, technology, and capitalism. In this book, Michael Shuman presents a badly needed Third Way. He says that by strengthening our local businesses and communities we'll be creating a better capitalism and a better world. And he backs it up with logic, examples, statistics, and passion! This is the kind of book that could launch a whole new social-political movement."

— Mark Satin, author of *Radical Middle: The Politics We Need Now*

*"Michael Shuman makes a convincing case that the future belongs to the small and local. An authoritative, practical, and highly readable handbook on rebuilding local economies as an alternative to corporate led-economic globalization by the leading guru of local economic development. **The Small-Mart Revolution** is an essential resource for every local business owner, government official, and public interest citizen advocate."*

— David C. Korten, author of *When Corporations Rule the World* and *The Great Turning: From Empire to Earth Community*

"As global markets explode, Michael Shuman offers a compelling alternative for growth towards a healthier civil society. Anyone interested in the consequences of globalization dominated by multinationals should read this book."

— Michele Barry, Professor of Medicine and Global Health, Yale University

"The Small-Mart Revolution provides the most important blueprint for economic development I've ever seen. It shows how communities can prosper by putting local constituents and businesses first. The book should be required reading for local elected officials and civil servants across America."

— Larry Agran, Mayor of Irvine, California (2000-2004)

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"If you, like I, wish sometimes that it were clearer how to simplify your life and cast your lot with ecological sanity and robust democracy in communities of mutual support, then this is the book for us. I couldn't put it down. Smart, accessible, and pragmatic, this story is also fun and fascinating. There is no blame or guilt here. Drawing on his extensive experience in the complexities, challenges and imperatives of local ownership of the economy, Michael Shuman convinces us that we have the power to support this compelling movement and provides us the tools and the motivation to get on with the work – before it is too late."

— Diana Chapman Walsh, President of Wellesley College

"Going Local became my economic development bible. Small Mart Revolution is Shuman's new testament to America's progress toward genuine economic stability. Good words leading us to good jobs."

— Paul Glover, founder of Ithaca Hours, the U.S.'s largest local money system

"The world is about to become a larger place again. Globalism is toast. Caught up in raptures of credit-fueled discount shopping, few Americans realize how profoundly our society is about to change. We are sleepwalking into a permanent global energy crisis that will compel us to live much more locally than we have for generations. We face a desperate need to reconstruct local networks of economic relations -- and we should have begun this great task yesterday. Michael Shuman's new book is an invaluable guide to how we might accomplish this."

— James Howard Kunstler, author of *The Long Emergency*

*"Our actions as consumers, investors, and policymakers have put us in bondage to a global economy that jeopardizes the future well-being of our communities and ourselves. Michael Shuman offers a compelling alternative vision of a more robust, more sustainable economy built around independent, locally owned organizations. Anyone who desires to live in a free and prosperous future must read and take to heart the message in **The Small-Mart Revolution**."*

— H. Thomas Johnson, Professor of Business Administration, Portland State University

"This is a terrific book. Fast moving, full of facts and fresh analysis, a bundle of real things you can do to rebuild your own community. A practical tour-de-force. Bravo!"

— Gar Alperovitz, Lionel Re. Bauman Professor of Political Economy at the University of Maryland, and author of *America Beyond Capitalism: Reclaiming Our Wealth, Our Liberty and Our Democracy*

"This is a badly needed book."

— Bill McKibben, author of *The End of Nature*

"The Small Mart Revolution is an impressive blueprint for how local businesses and small communities can prosper in a global economy. Its prose is lively, interesting, and accessible for the general reader, but professionals, policymakers, and academics should find its concepts, arguments, and data engaging as well."

— Thomas Michael Power, Chair, Economics Department, University of Montana