

(Full Text) Winner Sells All: Amazon, Walmart, and the Battle for Our Wallets by Jason Del Rey

Winner Sells All: Amazon, Walmart, and the Battle for Our Wallets

By: Jason Del Rey

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A riveting investigation of the no-holds-barred battle between Amazon and Walmart to become the king of commerce. For years, Walmart and Amazon operated in separate spheres: one a massive brick-and-mortar retailer, the other an online giant. But in 2016, Walmart aggressively moved into the world of e-commerce, while Amazon made big bets in physical retail. The resulting rivalry is a bare-knuckle power struggle as each titan tries to outmaneuver the other to become the biggest omnichannel retailer in the world. As the two megacorporations have consolidated power, troubling consequences have also emerged: for consumers and small merchants faced with fewer buying and selling options, and for millions of workers paid meager wages for demanding and sometimes dangerous work. Winner Sells All is a tale of disruption and big money moves, with legendary executives and fearless entrepreneurs in a battle between rival corporations and sometimes even within the same company to invent the future and cement their own legacies. Veteran journalist Jason Del Rey chronicles the defining business clash of this generation: a war waged for our loyalty and our wallets, with hundreds of billions of dollars at stake and millions of jobs on the line. As both companies continue to expand their empires into new industries, Winner Sells All reveals how this battle will change the ways we shop, live, and work for decades to come.

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