

CROFTON FIRST PRESENTS

# MICHAEL H. SHUMAN

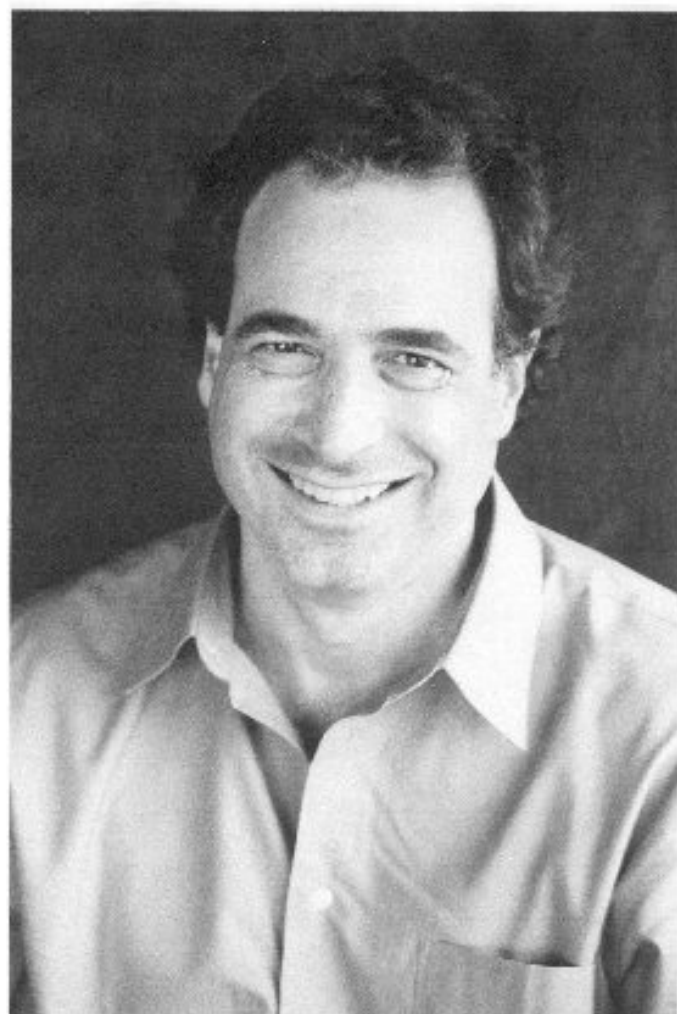
## THE SMALL-MART REVOLUTION

HOW LOCAL BUSINESSES  
ARE BEATING  
THE GLOBAL COMPETITION

THE **SMALL-MART**  
REVOLUTION



HOW LOCAL BUSINESSES ARE  
BEATING THE GLOBAL COMPETITION  
WITH MICHAEL H. SHUMAN



### 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.

**TUESDAY MAY 8 • 7:30 PM**  
**COMMUNITY UNITED METHODIST CHURCH**  
**1690 REIDEL ROAD, CROFTON, MD 21114 (AT CORNER WITH ROUTE 424)**

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