
WALMART VP TALKS ABOUT SOCIAL AND MOBILE RETAILING



Anand Rajaraman became the Walmart Labs Senior VP-Global E-Commerce after he joined the company earlier this year. Now as social and mobile media is becoming more popular and in demand worldwide, he thinks that it is and it will be a big part in shopping. In addition to e-commerce in Walmart.com., he said that in the social media it is where the shops will follow the consumers. He also tackles the role of social media in helping the stores in doing their inventories.

Read the original article here: [Where Walmart Is Headed in Social, Mobile Retailing](#)

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