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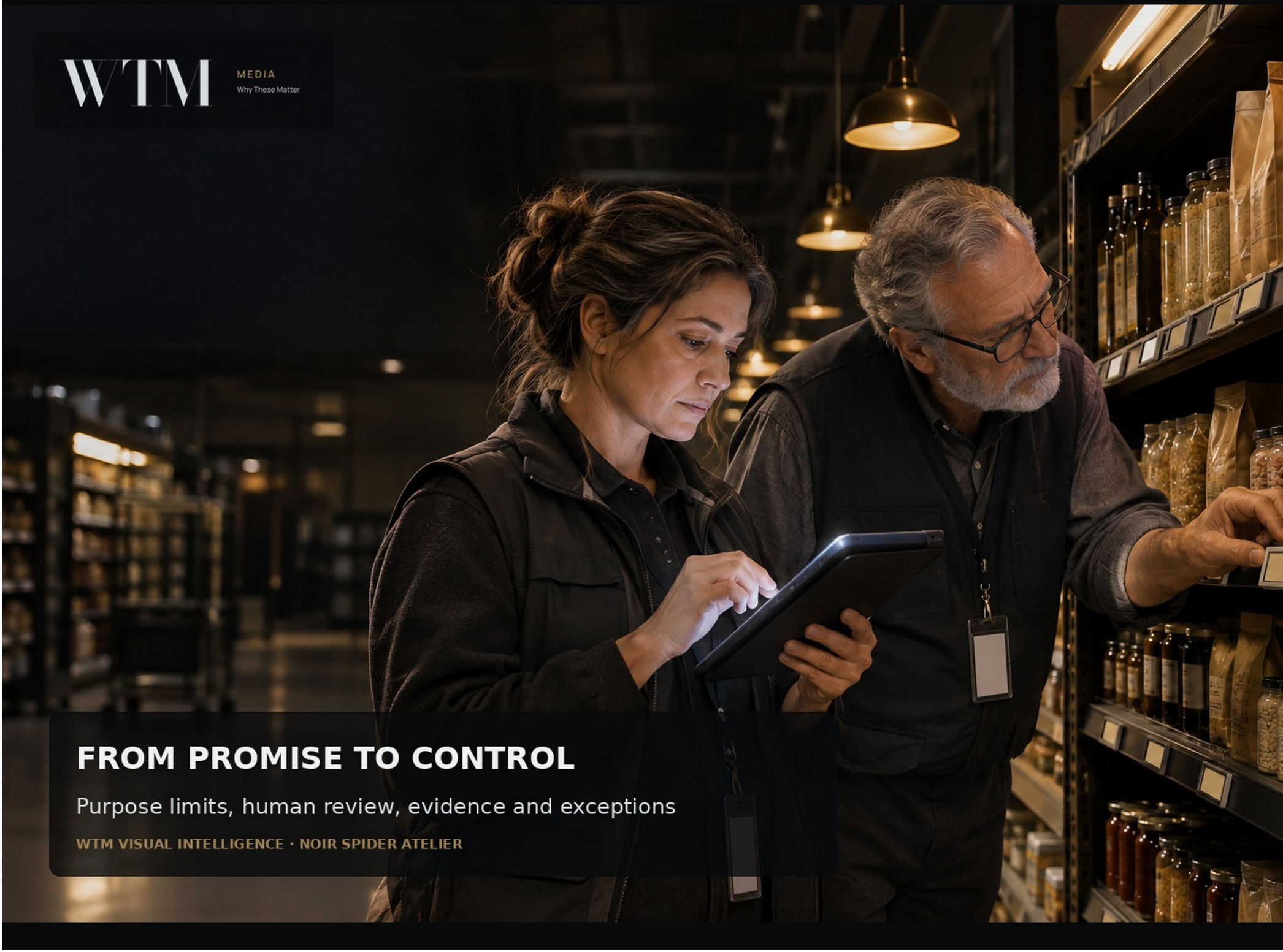


PRICE THE PRODUCT, NOT THE PERSON

The governance test behind an AI pricing promise

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THE BOUNDARY
A public commitment becomes useful when its scope can be tested
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FROM PROMISE TO CONTROL
Purpose limits, human review, evidence and exceptions
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THE WHOLE CUSTOMER JOURNEY

Price, ranking, offers, fees and marketplace scope

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OVERSIGHT THAT CAN BE SEEN
Authority, logs, independent challenge and remedy
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A STANDARD THAT TRAVELS
Leadership means choosing what not to optimise
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RESEARCH, CONTEXT AND RIGHTS

Public-source analysis researched and checked 13 November 2026. It is not a WTM interview. Walmart’s statements are identified as corporate commitments; WTM has not indep
audited Walmart’s pricing systems. FTC actions cited are inquiries or proposed policy work and do not establish wrongdoing by Walmart.

Primary-source record

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