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Old, but Not Old-School

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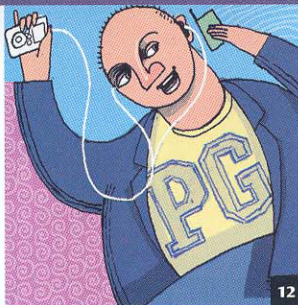
Ming-Hui Huang

USTech enjoys many of the benefits—and none of the hassles—of sourcing in China, thanks to the company's relationship with an original design manufacturer. But some executives want to source directly in Asia and to introduce USTech's brand in the hot China market. The problem? The ODM might launch its own branded goods there.

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Leadership in Literature

A Conversation with Business Ethicist Joseph L. Badaracco, Jr.

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Employees who believe their company treats them fairly—listens to them, consults with them on important decisions, and manages them with respect—respond in ways that bolster the bottom line. What's more, practicing process fairness costs little financially. So why don't more companies do it consistently?

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Knowing What to Sell, When, and to Whom

V. Kumar, Rajkumar Venkatesan, and Werner Reinartz

It's always been hard to work out what customers do and don't want, let alone when they do or don't want it. That's why marketers resort to offering them everything all the time. A new predictive technique makes it feasible for companies to avoid this trap.

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Vacations aren't just rewards; they're essential for doing one's job well. Anything less than a full commitment to recharging cheats the company.