

## The Good Jobs Strategy How Smartest Companies Invest In Employees To Lower Costs And Boost Profits Zeynep Ton

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### The Good Jobs Strategy How

If companies were to offer better jobs, customers would have to pay more or companies would have to make less. But in The Good Jobs Strategy, Zeynep Ton, a professor at the MIT Sloan School of Management, makes the compelling case that even in low-cost settings, leaving employees behind—with bad jobs—is a choice, not a necessity. Drawing on more than a decade of research, Ton shows how operational excellence enables companies to offer the lowest prices to customers while ensuring good ...

### The Good Jobs Strategy: How the Smartest Companies Invest ...

The Good Jobs Strategy Is a System. The Good Jobs Strategy creates superior value for employees, customers, and investors by combining investment in employees with operational choices that increase employee productivity, contribution, and motivation. The Good Jobs Strategy is a high-performance system in which companies have high expectations of their employees and employees have high expectations of their company.

### What is the Good Jobs Strategy? - Good Jobs Institute

If companies were to offer better jobs, customers would have to pay more or companies would have to make less. But in The Good Jobs Strategy, Zeynep Ton, a professor at the MIT Sloan School of Management, makes the compelling case that even in low-cost settings, leaving employees behind—with bad jobs—is a choice, not a necessity. Drawing on more than a decade of research, Ton shows how operational excellence enables companies to offer the lowest prices to customers while ensuring ...

### The Good Jobs Strategy by Zeynep Ton

Focused on retail, "The Good Jobs Strategy" describes organizational strategies that lead to pleased customers. To get there, create "good jobs" instead of bad jobs. Companies providing good jobs tend to pay more, have less variety in the parts of the jobs that are drudgery, and include a lot of training.

### The Good Jobs Strategy: How the Smartest Companies Invest ...

And that is what The Good Jobs Strategy is about—how companies can use operations to deliver good jobs to employees, strong returns to investors, and low prices and good service to customers all at the same time. The good jobs strategy is not just a book title, it is a concrete strategy.

### Amazon.com: The Good Jobs Strategy: How the Smartest ...

"In The Good Jobs Strategy, Zeynep Ton offers insights into how successful companies utilize operational excellence to thrive, and she reminds us that the spirit and culture of an organization--that sparkle in the eye--comes only from fully engaged employees." --Michael Eskew, former CEO of UPS --This text refers to the hardcover edition.

### The Good Jobs Strategy: How the Smartest Companies Invest ...

I recently read a book called the Good Jobs Strategy. It was written by an MIT business school professor named Dr. Zeynep Ton. In the book, she explains why retailers who invest more in their employees outperform their competitors. These companies, she says, are following the "good jobs" strategy.

### Book Review: Zeynep Ton's "The Good Jobs Strategy" and How ...

In The Good Jobs Strategy, Ton takes on the idea that companies enhance their profits and long-terms success by minimizing labor costs and worker security. Ton's approach is to look at the sector that is seemingly most dependent on a low-wage strategy, low-cost retail.

### 'The Good Jobs Strategy' and Precarious Faculty Employment ...

Networking is still the way most people find jobs and the job search strategies you use need to include networking. Connect with everyone you know, because you never know which contact may be able to help you with your job search or put you in touch with someone who can.

### Top 10 Strategies for a Successful Job Search

Good Jobs Institute serves leaders who want to improve the jobs and lives of their employees while boosting their company's performance. We offer tools, case studies, videos, and other content to educate and inspire change. As a nonprofit, we partner with companies to both support and learn from their Good Jobs journey.

### Good Jobs Institute - Help companies thrive by creating ...

Ton's interest in the good jobs strategy is more than academic now; she has become a proselytizer, trying to spread the word that every company would be better served by this approach.

### Opinion | The Good Jobs Strategy - The New York Times

The "Good Jobs" Strategy: Developing Employees & Strengthening Your Bottom Line Companies looking to lower their costs often begin with labor — especially companies with a high number of entry-level employees.

### The Good Jobs Strategy: Developing Employees & The Bottom Line

One basic difference between good-jobs and bad-jobs businesses is the way decisions are made vis-à-vis headquarters and customer-facing units. At good jobs retailers, functions at headquarters...

### The Case for Good Jobs

She is the author of The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits. Follow her on Twitter at @zeynepton.

### Equality in the U.S. Starts with Better Jobs

The Good Jobs Strategy outlines an invaluable blueprint for any organization that wants to pursue a sustainable competitive strategy in which everyone—employees, customers, and investors—wins.

### The Good Jobs Strategy: How the Smartest Companies Invest ...

The Good Jobs Strategy! • Not just paying employees more – Smart choices • Sustainable strategy in which everyone wins – Customers, investors, employees • Icing on the cake – Society also wins ©ZeynepTon2014((MIT(Sloan(Execu3ve(Educaon(Webinar(- hKp://execu3ve.mit.edu((Twiker:(#MITWEBINAR(((

### TheGoodJobsStrategy:! Why!Good!Jobs!Are!Good!For!Businesses

MIT Sloan School of Management Professor Zeynep Ton draws on a decade of research to challenge whether there really is a tradeoff between offering low prices...

### The Good Jobs Strategy: Zeynep Ton at TEDxCambridge 2013 ...

Read more on the Good Jobs Strategy. Zeynep Ton is a Professor of Operations Management at the MIT Sloan School of Management.. She studies the retail sector and the way that some firms have invested in paying more and doing more for their workers.