

Thought in Action } *quote/unquote*

“I take the Obama administration at its word that they don’t want to run an auto company. The question is whether they will get dragged into it. There is a significant chance that will happen.”

MARTIN ZIMMERMAN, Ford Motor Company
Clinical Professor of Business Administration,
on the goals of President Obama’s auto task force.
— *Seattle Post-Intelligencer*, July 15, 2009

“*Marketing is never successful ... without a great product and great product strategy. That piece of it has to be fixed first.*”



CHRISTIE NORDHIELM, clinical associate professor of marketing, advising GM on post-bankruptcy strategy.
— *Seattle Times*, July 10, 2009

“Will a customer be so off-put by the carbon footprint of an item at Walmart that they’ll buy it at Kroger instead? Predicting the behavior of American consumers is what keeps those of us in business schools in business.”

WALLY HOPP, Herrick Professor of Manufacturing and professor of operations and management science, on Walmart requiring suppliers to provide information about the environmental impact of their products.
— *Scientific American*, July 16, 2009

“Countries that have lifted people out of poverty have not done it through microfinance. It’s been through the development of larger enterprises that create jobs ... [e.g.] creating garment factories rather than creating individual entrepreneurs by giving them each a loan to buy a sewing machine. Unfortunately, microfinance will grow and take in more public and private money.”

ANEEL KARNANI, associate professor of strategy, doubting the effectiveness of microfinance in alleviating poverty.
— *Times of London*, April 28, 2009

“Americans saving more money than they have historically marks a significant change in the global economy. It means the U.S. will no longer provide the level of consumption the rest of the world has become accustomed to and built their economic models around. I see the potential for very substantial friction going forward.”

KEN LIEBERTHAL, William Davidson Professor of Business Administration, Arthur F. Thurnau Professor of Political Science, and distinguished fellow of the William Davidson Institute, on the global effects of American spending.
— *The Globe and Mail* (Toronto), June 27, 2009

“**The financial crisis has allowed Ford to say, ‘Quit lumping us together. There is no Big Three anymore. Look at us for what we are.’”**



GREGORY MILLER, associate professor of accounting, regarding Ford’s pact with the UAW.
— *U.S. News & World Report*, March 3, 2009

“Area codes, like other identifiers, can easily be put within people’s social identity ... to the point where area codes can be used to clearly demarcate groups. They are meaningful as a cultural identity to the extent they are shared. It’s when everyone has the same thing that it’s a common identity. As these things get broken up over time, it may be something people don’t get attached to any longer.”

JEFFREY SANCHEZ-BURKS, associate professor of management and organizations, regarding potential new area codes in North America.
— *National Post* (Canada), June 12, 2009



“*Simplifying the tax system is unlikely to have much of an impact on noncompliance; it’s worth doing for other reasons but doesn’t seem to be in the cards. One out-of-the-box idea is for the IRS to reward or reimburse people who come through an audit relatively unscathed. It might be worth a try.*”

JOEL SLEMROD, Paul W. McCracken Collegiate Professor of Business Economics and Public Policy and professor of economics, on a possible way to combat tax cheating. — *The New York Times’ Freakonomics Blog*, March 27, 2009