

Homework for Session #12

1. The Nike case
 - a. What are the two core aspects of Nike's overall business strategy?
 - b. Who are Nike's critics and what does each critic want? Which criticisms can be relatively easily satisfied, and which criticisms are harder to satisfy?
 - c. What are Nike's various strategic responses, sequentially, to criticism of its manufacturing abroad?
 - d. What is a "fair wage"?
 - e. Does Nike have a moral responsibility to pay higher wages? Who gains and who loses if higher wages are paid?
 - f. How does Nike's strategy compare to Reebok's? Which firm's strategy do you think is superior, and why?
2. Where do wages come from? That is, how are they determined?
3. Should children be allowed to work? At what age is it reasonable for people to begin working?
4. Do the workers at Daxu Cosmetics in China receive a fair wage? What will happen if Daxu Cosmetics raises its wages?