

“Using years of research and analysis, Zeynep Ton has proven what great leaders know instinctively—an engaged, well-paid workforce that is treated with dignity and respect creates outsized returns for investors. She demonstrates that the race to the bottom in retail employment doesn’t have to be the only game being played. In fact, *The Good Jobs Strategy* shows that smart business leaders can create great shareholder value while creating good jobs.”

José Alvarez, senior lecturer at Harvard Business School and former president and CEO of Stop & Shop

“In this brilliantly conceived and written book, Zeynep Ton shows that companies that view their workforce as an asset to be maximized rather than a cost to be minimized, have both happier workers and better business results.”

~Professor Marshall Fisher, Wharton School

Stop the presses. Tear out the front page. Employers can increase profits by paying their employees more and treating them better. Raising wages and improving working conditions is not just a matter of public policy. The private sector itself can make a huge difference. Everyone who cares about good jobs—and especially every CEO—needs to read this highly informative and thoroughly readable book.

Peter Edelman, professor of law at Georgetown Law Center and author of *So Rich, So Poor: Why It’s So Hard to End Poverty in America*

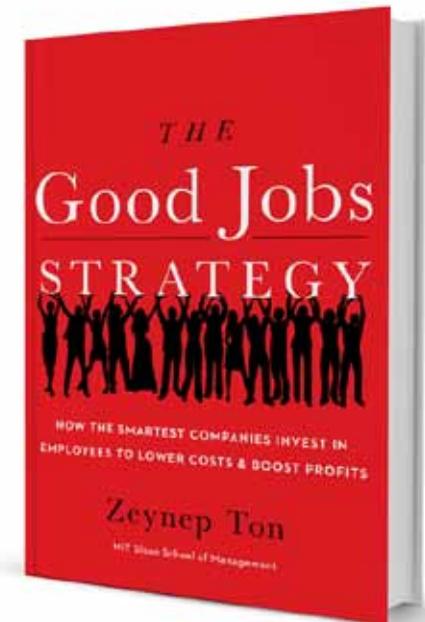
In *The Good Jobs Strategy*, Zeynep Ton offers insights into how successful companies utilize operational excellence to thrive, and she reminds us that the spirit and culture of an organization—that sparkle in the eye—comes only from fully engaged employees.

Michael Eskew, former CEO of UPS

The Good Jobs Strategy: A Practical Route to a Stronger Pittsburgh Economy and Robust Middle Class

April 11, 2014 @ 1:30 pm

Kelly Strayhorn Theater
East Liberty | 5941 Penn Ave | Pittsburgh



hosted by



KEYSTONE RESEARCH CENTER

AGENDA

Welcome: MAYOR BILL PEDUTO
Opening Remarks: STEPHEN HERZENBERG
Keynote Address: ZEYNEP TON
Question and Answer

informal reception and book signing



Zeynep Ton is an adjunct associate professor in the operations management group at MIT Sloan School of Management. Before MIT Sloan, she spent seven years on the faculty at Harvard Business School.

Zeynep teaches MBA and executive education courses in operations management, supply chain management, service operations, sustainability, and operations strategy. She received several awards for excellence in teaching both at HBS and MIT Sloan.

Zeynep's research explores how organizations can design and manage their operations in a way that satisfies employees, customers, and investors simultaneously. Her earlier research

focused on the critical role of store operations in retail supply chains. Zeynep's research has been published in managerial and scholarly journals including Harvard Business Review, California Management Review, and Organization Science. She also wrote several Harvard Business School cases. Her work has been featured widely in the media, including The Atlantic, The New Yorker, The Washington Post, Bloomberg TV, and MSNBC.

Zeynep was named one of the World's 40 Best Business School Professors Under the Age of 40 by Poets & Quants. She was also featured by CNNMoney as one of eight young business school professors on the rise.

Zeynep lives in Cambridge, Massachusetts with her husband and four children. A native of Turkey, she first came to the U.S. on a volleyball scholarship from the Pennsylvania State University. She received her B.S. in Industrial and Manufacturing Engineering from the Pennsylvania State University and her D.B.A. from the Harvard Business School.

Middle Class Champions:

Pittsburgh United
Jane Downing
Kennedy Blue Communications



KENNEDYBLUE
C O M M U N I C A T I O N S

Additional sponsors:

Restaurant Opportunities Center (ROC)
Three Rivers Workforce Investment Board
Coro Pittsburgh
StartUptown

The Keystone Research Center gives special thanks to the Center for Women's Entrepreneurship for assistance with outreach. The Center for Women's Entrepreneurship at Chatham University creates economic opportunities for women through entrepreneurial education and training, mentoring, and networking.