

Chapter 7 Business Management

BusinessWeek Reader Case Study

“A Board of Your Own”

Directions Read the *BusinessWeek* Reader on page 118 of your textbook and answer the questions.

Literal Comprehension

1. What type of company does Daryl Rossman operate?

2. To what group did Mr. Rossman turn for objective advice about his business?

3. What types of issues can small business owners discuss at monthly TAB meetings?

Making Inferences

4. What might be the benefits of hiring an outside accountant, lawyer, or business consultant instead of asking the opinions of employees?

5. Why do you think Mr. Rossman would feel that his employees were likely to offer biased opinions?

Critical Thinking

6. Do you feel that it would be beneficial to take part in peer advisory groups such as The Alternative Board? Why or why not?

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