

# Chapter 16 Culture and Diversity in Business

## *BusinessWeek* Reader Case Study

### “Fashion, with a Conscience”

**Directions** Read the *BusinessWeek* Reader on page 273 of your textbook and answer the questions.

#### Literal Comprehension

1. What apparel retailer did George Zimmer found?

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2. What is Mr. Zimmer’s famous advertisement pitch?

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3. What is the total number of stores currently operating?

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4. What is the center of Mr. Zimmer’s corporate culture?

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#### Making Inferences

5. Why is the merchandise at Men’s Warehouse practical and functional instead of high fashion?

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6. What was Mr. Zimmer hoping for in return for his effort to maintain a unique corporate culture?

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#### Critical Thinking

7. In your opinion, is focusing on keeping employees happy and loyal something that will reap benefits for companies? Explain your answer.

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