Case Study:
Managing by Values, is Levi-Strauss’ Approach Visionary - or Flaky?
FOR 360/560

The Questions:

1. What kind of changes in minority management did Levi’s experience from the mid-1980s to mid-1990s?

2. What corresponding changes in the company’s marketing programs would you expect to see?

3. “Levi’s diverse workforce ethic could pay off in international markets.” Develop an argument to refute this statement.

4. Did Bob Haas’ influence on his company’s corporate community improve the company’s bottom line? Explain your answer.

5. What can other corporations learn from Levi Strauss to be more socially responsible? Should they react the same? Why or why not?

6. Enumerate some positive and negative aspects of diversity in the workplace.