

## NEWSLETTER:

Test

Please use this link to complete your signup:

<http://bip.knowledgeatwharton.com/user/index.cfm?fa=signup>

---

Below is a preview of our bi-weekly newsletter

---

7 Mar - 20 Mar

### What's Hot

#### **Home Unimprovement: Was Nardelli's Tenure at Home Depot a Blueprint for Failure?**

After years of a declining stock price, Home Depot announced the resignation of CEO Robert Nardelli on January 3. Wharton faculty members and other experts say Nardelli, a talented former executive at General Electric who came within a hair's breadth of replacing Jack Welch as head of the giant conglomerate, brought the wrong toolbox to the job after he was recruited for Home Depot's top spot in December 2000. With strategic missteps, an outsized compensation contract and a knack for alienating employees and shareholders, Nardelli turned out to be a star-crossed leader.

<http://bip.knowledgeatwharton.com/index.cfm?fa=whatshot>

#### Quick Links

- [Change Password](#)
- [Update Email address](#)
- [Content Licensing](#)
- [Retrieve Password](#)

### Managing Technology

#### **At Google, the Search Is On for a New Approach to Old Media**

Viacom and CBS have pulled videos from Google's YouTube. The Academy of Motion Picture Arts and Sciences recently requested that some Oscar footage be taken down from YouTube as well. And Google's efforts to sell radio and print advertising have not met expectations. In short, Google's ability to navigate the traditional media landscape doesn't seem to be going particularly well. What's the problem? While Google has the resources to create deals with content companies, it still must contend with a number of confounding crosscurrents, including content owners' concerns over intellectual property and a clash of advertising models.

<http://bip.knowledgeatwharton.com/article/1678.cfm>

### Human Resources

#### **Why Teens Aren't Finding Jobs, and Why Employers Are Paying the Price**

As recently as 1990, nearly 70% of newspaper carriers in the U.S. were teens. But that number dropped to 18% in 2004, and more declines are likely. Although reasons for teens being edged out of this formerly youth-dominated profession are specific to the newspaper industry, the end of the boyhood (or girlhood) paper route reflects a dramatic but little-noticed trend: Teen unemployment has hit historic highs in the last three years. Experts in the field say employers who want to ensure a quality workforce down the line should sit up and take notice.

<http://bip.knowledgeatwharton.com/article/1681.cfm>

### Innovation and Entrepreneurship

#### **The Legacy of Sugar Ray Robinson: Boxer, Celebrity and Businessman**

Kenneth Shropshire knows sports. He is director of Wharton's Sports Business

Initiative, president of the Sports Lawyers Association, a former executive with the Los Angeles Olympic Organizing Committee, and a football player during his undergraduate days at Stanford. He has written *The Business of Sports; In Black and White: Race and Sports in America*, and *Basketball Jones: America Above the Rim*. His newest book is titled, *Being Sugar Ray: The Life of Sugar Ray Robinson, America's Greatest Boxer and First Celebrity Athlete*. He spoke with Knowledge@Wharton about why he wrote the book and what impact Sugar Ray Robinson has had on sports, society, race relations and business.  
<http://bip.knowledgeatwharton.com/article/1680.cfm>

## **Finance and Investment**

### **Hedge Funds Escape Regulation: Should Investors Be Worried?**

When the Lilliputians came upon the sleeping Gulliver, they didn't know if he was friendly or hostile, but he was so big it seemed prudent to tie him down. Should the 9,000 hedge funds -- the secretive investment pools controlling \$1.4 trillion in assets -- be treated the same way? The President's Working Group on Financial Markets doesn't think so. In a late-February report, the group urged vigilance but concluded that new regulations are not needed. Was this the right decision? Wharton faculty weigh in on the issue.

<http://bip.knowledgeatwharton.com/article/1679.cfm>

## **Human Resources**

### **I Do's and Don'ts: How Changes in Marriage, Divorce and Childbirth Are Redefining the Workplace**

According to a new study by Wharton professors Betsey Stevenson and Justin Wolfers, marriage and divorce rates in the United States are both at historic lows. When Stevenson and Wolfers began to analyze the changing market forces behind these new statistics, one thing became clear: The same forces that play a role in marriage and divorce statistics -- namely birth control, partial closing of the gender wage gap, the rising age of first marriages and dramatic changes in home technologies -- have also had a significant impact on businesses and employees.

<http://bip.knowledgeatwharton.com/article/1682.cfm>

## **Managing Technology**

### **The Con Man in 'Catch Me If You Can' Is Now Out Chasing High-Tech Fraudsters**

In one sense, Frank Abagnale Jr. might seem an odd choice as a featured speaker at a cutting-edge, computer-ruled event like the Wharton Technology Conference 2007. That's not just because Abagnale -- the subject of the 2002 Steven Spielberg movie "Catch Me If You Can" -- was one of the most notorious con men of the 20<sup>th</sup> century, but also because his technique was so decidedly low-tech. But that was, in fact, part of Abagnale's message: Vigilance against fraudsters and con artists, he said, should be even more of a priority now than it was then, because Abagnale's 1960s schemes were harder work.

<http://bip.knowledgeatwharton.com/article/1677.cfm>

---

## **Help Spread Knowledge**

Do you know people who might be interested in these research studies and more? If you do, please forward this e-mail message to them.

The Knowledge@Wharton Newsletter is a free service of the Wharton School (<http://www.wharton.upenn.edu/>) of the University of Pennsylvania. Its companion web site, Knowledge@Wharton, includes full details of the stories listed here.

To read these stories, go to

<http://bip.knowledgeatwharton.com/>

To comment on these stories, go to:

<http://bip.knowledgeatwharton.com/feedback.cfm>

To unsubscribe from this newsletter, visit:  
<http://bjp.knowledgeatwharton.com/unsubscribe.cfm>

---

© 2006 The Wharton School of the University of Pennsylvania