

# B5000000021,07 管理學 Management

## 期末報告

期末報告 30 %，共 72 位，每人找以下[可參考資料]影片進行書寫影片摘要與心得，但最好不要重複。若覺得所列影篇都不是你的菜，則自己找找其他有關管理學影片來加以書寫。當然最好能把影片檔案下載下來，並將心得報告檔，一起燒成一片完整光碟，除有利上台分享外，並能夠嘉惠本課程後續學弟妹的學習與成長。

希望 4 月 1 日，傳閱同學圈選。並在 4 月 15 日上課時再補圈選與調整一下。並請同學在 4 月 22 日期中考前先看一下影片。

期中考會有一題請簡述影片大意與初部迴響(不必太完整)，至於未來的期末報告，則請同學蒐集與報告主題有關資料後，經閱讀思索整合取捨發想後，再落筆完成完稿。

可參考資料:

教科書建議的媒體:華立圖書公司鄭紹成。高于歡。陳鈺達管理學	
1 第一章 管理基礎概念	<ul style="list-style-type: none"><li>向上管理-管理者該有的思維 <a href="https://www.youtube.com/watch?v=yR8pphixSQw">https://www.youtube.com/watch?v=yR8pphixSQw</a></li></ul>
2 第二章 外在環境挑戰	<ul style="list-style-type: none"><li>國際-一帶一路 (4 分鐘)，中國的一帶一路 <a href="https://www.youtube.com/watch?v=VcZvM6o3cyM">https://www.youtube.com/watch?v=VcZvM6o3cyM</a></li><li>延伸閱覽-文茜小妹大 <a href="https://www.youtube.com/watch?v=nDNoXH-p3kE">https://www.youtube.com/watch?v=nDNoXH-p3kE</a></li></ul>
3 第三章 全球化管理議題	<ul style="list-style-type: none"><li>企業道德-學會感謝與祝福</li><li><a href="https://www.youtube.com/watch?v=buNTALOEia4">https://www.youtube.com/watch?v=buNTALOEia4</a></li><li>全球化整合</li><li><a href="https://www.youtube.com/watch?v=B1j-TWg1cT4">https://www.youtube.com/watch?v=B1j-TWg1cT4</a></li></ul>
4 第四章 規劃概念	<ul style="list-style-type: none"><li>生涯規劃-規劃自己的人生 <a href="https://www.youtube.com/watch?v=wj_8dC9o2o">https://www.youtube.com/watch?v=wj_8dC9o2o</a></li><li>規劃生活-單身教我的 7 件事 <a href="https://www.youtube.com/watch?v=DcgadhZiFzs">https://www.youtube.com/watch?v=DcgadhZiFzs</a></li></ul>
5 第五章 決策管理	<ul style="list-style-type: none"><li>決策-危機時刻更考驗決策能力 <a href="https://www.youtube.com/watch?v=0sHJ5hPaNJU">https://www.youtube.com/watch?v=0sHJ5hPaNJU</a></li><li>決策風格-柯文哲談市政領導</li></ul>

	<a href="https://www.youtube.com/watch?v=SFb0D5Avh7A">https://www.youtube.com/watch?v=SFb0D5Avh7A</a>
6 第六章策略管理	策略-不怕產品小，就怕沒策略 <a href="https://www.youtube.com/watch?v=vF75tPa_uro">https://www.youtube.com/watch?v=vF75tPa_uro</a> 品牌策略-原來錢會作怪 <a href="https://www.youtube.com/watch?v=ddfJudG0wdY">https://www.youtube.com/watch?v=ddfJudG0wdY</a>
7 第七章組織與領導	組織-柯 p 五人組織會議 <a href="https://www.youtube.com/watch?v=llaqxkVmL5U">https://www.youtube.com/watch?v=llaqxkVmL5U</a> 魅力領導-同樣的話不同人說，會有不同結果 <a href="https://www.youtube.com/watch?v=0q8Zd87U5mg">https://www.youtube.com/watch?v=0q8Zd87U5mg</a>
8 第八章人力資源管理	<ul style="list-style-type: none"> <li>• 招募-鼎泰豐招募人才廣告  <a href="https://www.youtube.com/watch?v=f-l6Fip0aOg">https://www.youtube.com/watch?v=f-l6Fip0aOg</a></li> <li>• 招募-ASUS 招募校園 CEO  <a href="https://www.youtube.com/watch?v=AwCPwcAva0E">https://www.youtube.com/watch?v=AwCPwcAva0E</a></li> </ul>
9 第九章群體與團隊	團隊-馬雲談團隊 <a href="https://www.youtube.com/watch?v=05mTAFyvk54">https://www.youtube.com/watch?v=05mTAFyvk54</a> 團隊合作-雁行理論 <a href="https://www.youtube.com/watch?v=v7N--IPCIXY">https://www.youtube.com/watch?v=v7N--IPCIXY</a>
10 第十章溝通與衝突管理	<ul style="list-style-type: none"> <li>• 溝通與衝突管理-20 分鐘了解柯文哲  <a href="https://www.youtube.com/watch?v=GL4iDubRiOc">https://www.youtube.com/watch?v=GL4iDubRiOc</a></li> <li>• 衝突管理-中國情侶泡麵潑空姐衝突過程  <a href="https://www.youtube.com/watch?v=T1rjyf-WBVo">https://www.youtube.com/watch?v=T1rjyf-WBVo</a></li> </ul>
11 第十一章控制管理	<ul style="list-style-type: none"> <li>• 領導控制-臺大領導學程喜馬拉雅山"嶺悟"  <a href="https://www.youtube.com/watch?v=zkCTEUwzFgE">https://www.youtube.com/watch?v=zkCTEUwzFgE</a></li> <li>• 控制-因為我愛你所以要控制你  <a href="https://www.youtube.com/watch?v=hQuY0hpYq9s">https://www.youtube.com/watch?v=hQuY0hpYq9s</a></li> </ul>
12 第十二章變革、創新與創業	<ul style="list-style-type: none"> <li>• 創新-特司拉電動車（50 分鐘），車輛創新  <a href="https://www.youtube.com/watch?v=AgAuArCwP9M">https://www.youtube.com/watch?v=AgAuArCwP9M</a></li> <li>• *創業-馬雲與青年對話（1 小時），創業與人生話題  <a href="https://www.youtube.com/watch?v=dUZzcoCcuK">https://www.youtube.com/watch?v=dUZzcoCcuK</a></li> </ul>

參考書建議的媒體: 華立圖書公司邱繼智老師管理學	
1	CH1-組織與管理概論
組	1 《鼎泰豐, 你學不會》
織	<a href="http://www.ettoday.net/news/20130516/208594.htm">http://www.ettoday.net/news/20130516/208594.htm</a>
與	2 85 度 C 平價開創飲品與烘焙業最大玩家
管	<a href="http://www.youtube.com/watch?v=ovjALmaImmo">http://www.youtube.com/watch?v=ovjALmaImmo</a>
理	3 陳飛龍: 如何把餐飲變成一門好生意?

<p>概 論</p>	<p><a href="http://www.youtube.com/watch?v=wfV2M8_9CGA">http://www.youtube.com/watch?v=wfV2M8_9CGA</a></p> <p>4 徐承義董事長_年代新聞_數字台灣_兩岸餐飲大躍進_第1段 <a href="http://www.youtube.com/watch?v=nNTX2XjGYfY&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58">http://www.youtube.com/watch?v=nNTX2XjGYfY&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58</a></p> <p>5 徐承義董事長_年代新聞_數字台灣_兩岸餐飲大躍進_第2段 <a href="http://www.youtube.com/watch?v=jcFBJEiMREE&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58">http://www.youtube.com/watch?v=jcFBJEiMREE&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58</a></p> <p>6 徐承義董事長_年代新聞_數字台灣_兩岸餐飲大躍進_第3段 <a href="http://www.youtube.com/watch?v=H-fYKgzxDVQ&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58">http://www.youtube.com/watch?v=H-fYKgzxDVQ&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58</a></p> <p>7 徐承義董事長_年代新聞_數字台灣_兩岸餐飲大躍進_第4段 <a href="http://www.youtube.com/watch?v=dcOpW8LiK5g&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58">http://www.youtube.com/watch?v=dcOpW8LiK5g&amp;list=PLKPNcFkIHWG1jNatgLT1FHMB_Hp1oba58</a></p> <p>8 郭台銘的鴻海跨國經營學 <a href="http://www.youtube.com/watch?v=mMZsI217qSA">http://www.youtube.com/watch?v=mMZsI217qSA</a></p> <p>9 Google 的管理哲學 <a href="http://www.youtube.com/watch?v=BGBSJ1bbtEU">http://www.youtube.com/watch?v=BGBSJ1bbtEU</a></p> <p>10 宏碁施振榮的品牌經營學 <a href="http://www.youtube.com/watch?v=H13k_ex-Gs8">http://www.youtube.com/watch?v=H13k_ex-Gs8</a></p> <p>11 GIANT 全球品牌經營學 <a href="http://www.youtube.com/watch?v=BaXASDR7wnM">http://www.youtube.com/watch?v=BaXASDR7wnM</a></p>
<p>2 管 理 理 論 的 演 進</p>	<p><b>CH2-管理理論的演進</b></p> <p>1-[1111 人力銀行] 人物專訪：雲朗集團總經理-盛治仁 <a href="http://www.youtube.com/watch?v=7k4gQw6WSGM">http://www.youtube.com/watch?v=7k4gQw6WSGM</a></p> <p>2-晶華酒店的品牌之路 <a href="http://www.youtube.com/watch?v=pcER_Q7Pfls&amp;list=PL038192FDEF0B1AAA">http://www.youtube.com/watch?v=pcER_Q7Pfls&amp;list=PL038192FDEF0B1AAA</a></p> <p>3-摩斯漢堡「慢中求快」的集客密笈！ <a href="http://www.youtube.com/watch?v=lgGjuYsgZDw">http://www.youtube.com/watch?v=lgGjuYsgZDw</a></p> <p>4-品牌有故事 才是經營長久之計 <a href="http://www.youtube.com/watch?v=TdE69PsgGfA">http://www.youtube.com/watch?v=TdE69PsgGfA</a></p> <p>5-[東森新聞]餐飲跨業搶錢！「集團式」經營多品牌 <a href="http://www.youtube.com/watch?v=6ohRtznH14w">http://www.youtube.com/watch?v=6ohRtznH14w</a></p>
<p>3 管 理 與 環 境</p>	<p><b>CH3-管理與環境的關係</b></p> <p>1-西進中國 SOGO 遇惡房東—民視新聞 <a href="http://www.youtube.com/watch?v=shDcrwsP5tI">http://www.youtube.com/watch?v=shDcrwsP5tI</a></p> <p>2-口味不合台灣！大陸餐廳搶灘失敗 <a href="http://www.youtube.com/watch?v=cQIhDyx3ecY">http://www.youtube.com/watch?v=cQIhDyx3ecY</a></p> <p>3-中天-本土咖啡搶攻美國市場 CNN 大肆報導 01242009. wmv</p>

的 關 係	<a href="http://www.youtube.com/watch?v=QJwrsS1KtyM">http://www.youtube.com/watch?v=QJwrsS1KtyM</a> 4-20131203 台視_日出茶太 熱線追蹤專訪 <a href="http://www.youtube.com/watch?v=6NUetAI3b0Y">http://www.youtube.com/watch?v=6NUetAI3b0Y</a> 5-陸「便宜坊」烤鴨海外拓點 首選高雄 <a href="http://www.youtube.com/watch?v=u5hk3Kit3M0">http://www.youtube.com/watch?v=u5hk3Kit3M0</a>
4 管 理 決 策	<b>CH4-管理決策</b> 1-【商業周刊】麥當勞李明元：管不動員工 找顧客當教練 <a href="http://www.youtube.com/watch?v=ihcCaIV-uII">http://www.youtube.com/watch?v=ihcCaIV-uII</a> 2-【商業周刊】雲端蓋無塵室 阿里山老茶農打造品牌獨門武器 3-大山與決策！戴勝益的「登山經營學」 -udn tv <a href="http://www.youtube.com/watch?v=4VXDjRK4dZM">http://www.youtube.com/watch?v=4VXDjRK4dZM</a> 4-競業防賊！ 赤鬼員工離職3年禁同行 <a href="http://www.youtube.com/watch?v=NifyU5WTCdQ">http://www.youtube.com/watch?v=NifyU5WTCdQ</a> 5-欣葉 <a href="http://www.youtube.com/watch?v=zRJkFohVF0w">http://www.youtube.com/watch?v=zRJkFohVF0w</a>
5 規 劃 的 基 礎	<b>CH5-規劃的基礎</b> 1-台灣品牌傳奇-天仁茗茶 <a href="http://www.youtube.com/watch?v=5aArUxceRxx">http://www.youtube.com/watch?v=5aArUxceRxx</a> 2-沒有文化作特色 企業成不了氣候 <a href="http://www.youtube.com/watch?v=hBRQPyncfzo">http://www.youtube.com/watch?v=hBRQPyncfzo</a> 3-麥向成功 CEO 高峰論壇-台灣麥當勞總裁 Lynn Tan <a href="http://www.youtube.com/watch?v=0s2sz1D0u6s">http://www.youtube.com/watch?v=0s2sz1D0u6s</a> 4-鳳凰旅遊全台唯一上市 領先業界 <a href="http://www.youtube.com/watch?v=vp024zbELbk">http://www.youtube.com/watch?v=vp024zbELbk</a>
6 策 略 管 理	<b>CH6-策略管理</b> 1-85度C「全球店王」征服美國 月賺2千萬 <a href="http://www.youtube.com/watch?v=Lg581GnxJ-c">http://www.youtube.com/watch?v=Lg581GnxJ-c</a> 2-超商集點開戰 「LINE 醜比頭」拚療癒 <a href="http://www.youtube.com/watch?v=96PfbRmowYs">http://www.youtube.com/watch?v=96PfbRmowYs</a> 3-未來趨勢 超商轉型多角化經營 -udn tv <a href="http://www.youtube.com/watch?v=_zux9adRMHI">http://www.youtube.com/watch?v=_zux9adRMHI</a> 4-DIY 家具、代收繳費 複合超市多角化 <a href="http://www.youtube.com/watch?v=AmavHE1d44g">http://www.youtube.com/watch?v=AmavHE1d44g</a> 5-一年800萬觀光人潮 建商跨足飯店業 <a href="http://www.youtube.com/watch?v=Ey9DHRJCRqQ">http://www.youtube.com/watch?v=Ey9DHRJCRqQ</a>
7 規 劃	<b>CH7-規劃的工具與方法</b> 1-【2013.09.03】雄獅旅行社 9月24日掛牌上市 -udn tv <a href="http://www.youtube.com/watch?v=IIlu8qIj8dg">http://www.youtube.com/watch?v=IIlu8qIj8dg</a>

的 工 具 與 方 法	<p>2-中天新聞 複製超商模式 85度C推授權加盟制 <a href="http://www.youtube.com/watch?v=1lpMv1Wp1i0">http://www.youtube.com/watch?v=1lpMv1Wp1i0</a></p> <p>3-王品年終改月分紅！業績高店喜 新品牌哭哭 <a href="http://www.youtube.com/watch?v=KiVVoAYPO_o">http://www.youtube.com/watch?v=KiVVoAYPO_o</a></p> <p>4-拚方便！星巴克設得來速 PK 超商、速食店 <a href="http://www.youtube.com/watch?v=THCoL_y0QtA">http://www.youtube.com/watch?v=THCoL_y0QtA</a></p> <p>5-五星飯店拚「副牌」 打平價策略—民視新聞 <a href="http://www.youtube.com/watch?v=cqaJJSr--w8">http://www.youtube.com/watch?v=cqaJJSr--w8</a></p>
8	<p><b>CH8-組織的基礎</b></p> <p>1-鼎泰豐薪資 32k 起跳 徵才條件嚴 <a href="http://www.youtube.com/watch?v=qh0C6C-3hms">http://www.youtube.com/watch?v=qh0C6C-3hms</a></p> <p>2-王品集團戴勝益：家庭式管理 用親切做口碑 <a href="http://www.youtube.com/watch?v=H1EHe3Pr9b4">http://www.youtube.com/watch?v=H1EHe3Pr9b4</a></p> <p>3-晶華麗晶酒店集團董事長潘思亮 <a href="http://www.youtube.com/watch?v=vUoS_N2Tbdc">http://www.youtube.com/watch?v=vUoS_N2Tbdc</a></p>
9	<p><b>CH9-組織理論及設計</b></p> <p>1-首富崛起啟示錄：郭台銘鐵血治軍的管理哲學 1 <a href="http://www.youtube.com/watch?v=qquP_FG0wrQ&amp;feature=results_main&amp;playnext=1&amp;list=PL5499FC186C18FE22">http://www.youtube.com/watch?v=qquP_FG0wrQ&amp;feature=results_main&amp;playnext=1&amp;list=PL5499FC186C18FE22</a></p> <p>2-首富崛起啟示錄：郭台銘鐵血治軍的管理哲學 2 <a href="http://www.youtube.com/watch?v=gA31wo8ftk0&amp;feature=related">http://www.youtube.com/watch?v=gA31wo8ftk0&amp;feature=related</a></p> <p>3-首富崛起啟示錄(3/6)：郭台銘鐵血治軍的管理哲學 3 <a href="http://www.youtube.com/watch?v=tKasR2DW4iM&amp;feature=related">http://www.youtube.com/watch?v=tKasR2DW4iM&amp;feature=related</a></p> <p>4-首富崛起啟示錄：郭台銘鐵血治軍的管理哲學 4 <a href="http://www.youtube.com/watch?v=sctE8Q1E1k0&amp;feature=related">http://www.youtube.com/watch?v=sctE8Q1E1k0&amp;feature=related</a></p> <p>5-首富崛起啟示錄：郭台銘鐵血治軍的管理哲學 5 <a href="http://www.youtube.com/watch?v=g7hcY1RexKg&amp;feature=related">http://www.youtube.com/watch?v=g7hcY1RexKg&amp;feature=related</a></p> <p>6-郭台銘如何培養接班人 <a href="http://www.youtube.com/watch?v=IdY7PVbY9UU">http://www.youtube.com/watch?v=IdY7PVbY9UU</a></p>
1 0	<p><b>CH10-團隊的建立與運用</b></p> <p>1-咖啡王國傳奇 專訪星巴克 CEO 霍華德舒茲 <a href="http://www.youtube.com/watch?v=UNMh_QTG3D0">http://www.youtube.com/watch?v=UNMh_QTG3D0</a></p> <p>2-全球最佳連鎖企業 鼎泰豐第二 <a href="http://www.youtube.com/watch?v=wFDNollwui8">http://www.youtube.com/watch?v=wFDNollwui8</a></p> <p>3-喊到失聲飢淚！直擊王品魔訓營 <a href="http://www.youtube.com/watch?v=wNmcm0qE49c">http://www.youtube.com/watch?v=wNmcm0qE49c</a></p>

用	
1	<b>CH11-激勵</b>
1	1-蜜糖吐司 楊秀容 激勵
激	<a href="http://www.youtube.com/watch?v=9jenslWgtNQ">http://www.youtube.com/watch?v=9jenslWgtNQ</a>
勵	2-痛哭流涕「我要成功」 王品魔鬼訓練營
	<a href="http://www.youtube.com/watch?v=QT4kgKCZ8r4">http://www.youtube.com/watch?v=QT4kgKCZ8r4</a>
	3-夢想·激勵人心的演說
	<a href="http://www.youtube.com/watch?v=WVI26f0diYs">http://www.youtube.com/watch?v=WVI26f0diYs</a>
	4-激勵影片 態度
	<a href="http://www.youtube.com/watch?v=k8DUr-gbev&amp;list=PLB9wPmqAaX0NHrryCi-5xVFADduyecI2">http://www.youtube.com/watch?v=k8DUr-gbev&amp;list=PLB9wPmqAaX0NHrryCi-5xVFADduyecI2</a>
	5-力克·胡哲 Nick Vujucic 超激勵短片
	<a href="http://www.youtube.com/watch?v=isYFevAY-Uk">http://www.youtube.com/watch?v=isYFevAY-Uk</a>
1	<b>CH12-領導</b>
2	1-亞都麗緻飯店總裁嚴長壽
領	<a href="http://www.youtube.com/watch?v=Dgs-Icdmfz0">http://www.youtube.com/watch?v=Dgs-Icdmfz0</a>
導	2-「你認真，別人就當真。」—戴勝益
	<a href="http://www.youtube.com/watch?v=I_Dm6Rb0M2I">http://www.youtube.com/watch?v=I_Dm6Rb0M2I</a>
	3-從雁行理論思考領導和團隊的智慧
	<a href="http://www.youtube.com/watch?v=_x_gdcHG9uk">http://www.youtube.com/watch?v=_x_gdcHG9uk</a>
	4-陳榮二：好的領導者要「承上啟下，左右逢源」
	<a href="http://www.youtube.com/watch?v=M6gB0edvpdo">http://www.youtube.com/watch?v=M6gB0edvpdo</a>
1	<b>CH13-溝通</b>
3	1-溝通 7 大哲學
	<a href="http://www.youtube.com/watch?v=LzsFinHluBE">http://www.youtube.com/watch?v=LzsFinHluBE</a>
	2-從我到我們-人際溝通篇
	<a href="http://www.youtube.com/watch?v=k-5TISOYEzI">http://www.youtube.com/watch?v=k-5TISOYEzI</a>
	3-不同年代的溝通方式
	<a href="http://www.youtube.com/watch?v=zVScugUxWs">http://www.youtube.com/watch?v=zVScugUxWs</a>
	4-溝通與說話的分別
	<a href="http://www.youtube.com/watch?v=Zki80eZuG9Q">http://www.youtube.com/watch?v=Zki80eZuG9Q</a>
	5-(省思短片)要用對溝通方法
	<a href="http://www.youtube.com/watch?v=oKtd-QEqWtI">http://www.youtube.com/watch?v=oKtd-QEqWtI</a>
1	<b>CH14-控制</b>
4	1-努力工作不等於績效 Smart Work
控	<a href="http://www.youtube.com/watch?v=6KRpRhbrN5o">http://www.youtube.com/watch?v=6KRpRhbrN5o</a>
制	
1	知識管理

5	防止混油_知識管理出點子
知	<a href="http://www.youtube.com/watch?v=j0dT7xGC9ic">http://www.youtube.com/watch?v=j0dT7xGC9ic</a>
識	知識管理，如何結合企業戰略
管	<a href="http://www.youtube.com/watch?v=7G2ZhnjACIM">http://www.youtube.com/watch?v=7G2ZhnjACIM</a>
理	企業實踐知識管理的價值
	<a href="http://www.youtube.com/watch?v=tqAiEDLm8Jk">http://www.youtube.com/watch?v=tqAiEDLm8Jk</a>
	通用汽車:智慧型企業成功案例
	<a href="http://www.youtube.com/watch?v=uekyQjW3dj4">http://www.youtube.com/watch?v=uekyQjW3dj4</a>
	談人力資本管理
	<a href="http://www.youtube.com/watch?v=cEh0dD6WAGQ">http://www.youtube.com/watch?v=cEh0dD6WAGQ</a>

## Videos Links

Title	Length	Play Video
<b>2001</b>		
<b>Pike Place Fish Market</b> - The corporate world has latched onto the Pike Place Fish Market's "concepts" and "philosophy," and uses the market to inspire and motivate employees. Slinging salmon has been elevated to fish philosophy. Fish philosophy has four simple tenets: Play. Have a little fun at work. Make their day. Engage customers. Make them part of the fun. Be there.	5:10	<a href="#">Pike Place Fish Market</a>
<b>2002</b>		
<b>IDEO: Building A Better Cubicle</b> - How do you change what millions of people work in? Scott Adams, creator of "Dilbert" the hugely popular comic strip character, chose to go to one of America's leading industrial design firms, Ideo to redesign the cubicle.	8:00	<a href="#">IDEO: Building A Better Cubicle</a>
<b>2003</b>		
<b>SAS, "Royal Treatment"</b> - If there is a heaven on earth on the job, it is at SAS Institute -- a design for living and working the good life. SAS thrives by shunning conventional management wisdom.	10:00	<a href="#">SAS "Royal Treatment"</a>
<b>2007</b>		
<b>AFLAC and CEO Dan Amos</b> - The CEO of Aflac has put himself in the shareholders hands by allowing them to decide on his compensation package.	1:40	<a href="#">AFLAC and CEO Dan Amos</a>
<b>2008</b>		
<b>The 'Google' Life</b> - Free rides to work, gourmet meals and massages are just a few of the benefits Google employees receive. John Blackstone reports.	7:20	<a href="#">The 'Google' Life</a>
<b>2009</b>		
<b>Donuts To Dollars</b> - Segment covers the expansion of Tim Hortons to the U.S. market and the challenges of a Canadian company entering the market with a focus on the competition from McDonald's and Starbucks.	5:00	<a href="#">Donuts To Dollars</a>



<p><b>Free For All, Profit for Some</b> - Whoever said "you don't get something for nothing" never used the Internet, where they seem to be giving away the store. Free search engines. Free shipping. Free e-mail. In the digital age, giving it away is becoming an essential business strategy. In his book "Free: The Future of a Radical Price" (Hyperion), Wired Magazine editor Chris Anderson argues that businesses will profit by giving things away.</p>	4:50	<a href="#">Free For All, Profit for Some</a>
<p><b>In Good Company</b> - Imagine coming to work at a company where trust, collaboration, and communication are equally as important as the bottom line.</p>	4:40	<a href="#">In Good Company</a>
<p><b>Japanese CEO Takes the Bus to Work</b> - With public outrage over spending behaviors of American CEOs, Barry Peterson profiles the CEO of Japan Airlines who rides the bus to work.</p>	2:00	<a href="#">Japanese CEO Takes the Bus to Work</a>
<p><b>2010</b></p>		
<p><b>BMW's Aging Assembly Line Runs Like New</b> - Richard Roth reports on BMW's work force that is not only getting older but is also getting better with a little help from some innovative footwear.</p>	4:20	<a href="#">BMW's Aging Assembly Line Runs Like New</a>
<p><b>Where America Stands: Manufacturing</b> - A half-million manufacturing jobs were lost during the recession. In the CBS News series "Where America Stands," John Blackstone reports getting those essential jobs back may require a change in attitude.</p>	6:00	<a href="#">Where America Stands: Manufacturing</a>
<p><b>Decisions, Decisions</b> - This segment shows how impossible it is to make the rational decisions we all think we make.</p>	7:30	<a href="#">Decisions, Decisions</a>
<p><b>Zappos Delivers Happiness</b> - Zappos.com CEO Tony Hsieh believes he's learned how to create both passion and profits which he outlines in his book, "Delivering Happiness: A Path to Profits, Passion, and Purpose," and dispenses to his company.</p>	7:10	<a href="#">Zappos Delivers Happiness</a>
<p><b>HP CEO Affair Scandal</b> - HP CEO Mark Hurd was fired after allegations he used company money to fund an extramarital affair. Rebecca Jarvis reports.</p>	2:30	<a href="#">HP CEO Affair Scandal</a>
<p><b>The Power of Goldman Sachs</b> - With continued economic setbacks, public resentment has deepened towards Wall Street giant Goldman Sachs, a firm with deep ties to some top global leaders.</p>	3:10	<a href="#">The Power of Goldman Sachs</a>

<p><b>How Technology Will Shape the Next Decade</b>- This report correspondent Ray Suarez talks with leading tech gurus about how this technology changed our cultural lives and what we can expect in the coming years.</p>	12:00	<a href="#">How Technology Will Shape the Next Decade</a>
<p><b>2011</b></p>		
<p><b>FedEx</b> - Behind the scenes look at FedEx distribution and sorting process in Memphis.</p>	3:20	<a href="#">FedEx</a>
<p><b>Brewing a better Starbucks</b> - Howard Schultz took back his position of CEO at Starbucks when the company hit hard times. Katie Couric caught up with Schultz as his business celebrated its 40th anniversary and gets a first-hand look at Starbucks' new products.</p>	5:20	<a href="#">Brewing a better Starbucks</a>
<p><b>For these fresh grads, job fairs are so last year</b> - The segment shows how more recent graduates are involved in entrepreneurship initiatives immediately following graduation.</p>	2:10	<a href="#">For these fresh grads, job fairs are so last year</a>