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Zeynep Ton at TEDxCambridge 2013 Read more on the Good Jobs Strategy. Zeynep Ton is a Professor of Operations Management at the MIT Sloan School of Management.. She studies the retail sector and the way that some firms have invested in paying more and doing more for their workers. The Good Jobs Strategy - Eat Sleep Work Repeat Good Jobs Institute. Since my book, The Good Jobs Strategy, came out in 2014 many leaders have reached out to me to understand how their organizations can implement the Good Jobs Strategy. In 2017, I cofounded the nonprofit Good Jobs Institute to help companies get there. At Good Jobs Institute we work directly with companies on their good jobs journeys and also offer them workshops ...

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