

# Chapter 15 Human Resources Management

## *BusinessWeek* Reader Case Study

### “What Works: Eyes on the Prize”

**Directions** Read the *BusinessWeek* Reader on page 262 of your textbook and answer the questions.

#### Literal Comprehension

1. What common goal concerns the employees of Rockwood Retaining Wall?  
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2. What amount in sales does owner Brian Price expect this year?  
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3. What helped Mr. Price improve the growth of his business?  
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4. According to the article, what do bonus programs encourage employees to do?  
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#### Making Inferences

5. Why do you think the owners of Rockwood Retaining Walls were seeking a way to stimulate growth?  
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6. What do Cathy Haggerty’s comments say about the workers’ opinions of the bonus program?  
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#### Critical Thinking

7. If you were an employee of Rockwood Retaining Walls, how would you feel about your pay being dependent upon your job performance? Do you think this fosters a good work environment?  
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