

No Logo

Ch. 10 Worksheet

1. What are most labor battles caused by?
2. What is the typical worker for a huge brand company likely to resemble?
3. What is the percentage of Canadians that have been in the same job for 11+ years?
4. How do companies “trap” you as an employee?
5. On Table 10.2, what is the difference between retail trade employees in different countries?
6. Why do you think that most employees of these mega-corporations feel like they “aren’t going anywhere fast”?
7. Since when have large chains been lowering standards?
8. What is a “McJob”?
9. Why did Starbucks close their Vancouver plant in 1997?
10. What is profit sharing?
11. Who is “Rick the Temp”?
12. How many people are assigned jobs through temp agencies daily?
13. Who is Bob Herbold?
14. In 1997, what percentage of women were receiving “poverty-level wages”?
15. How did Ray Irani end up with \$289 million worth of debt in one year?