

BUSINESS BUZZ

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The good, the bad, THE CO-WORKER

Professor homes in on key business, personal attribute in her latest book

Having a second home at the Boulders Resort Community came in handy when Loyola University business Professor Linda Stroh sat down to write her latest business book on human behavior.

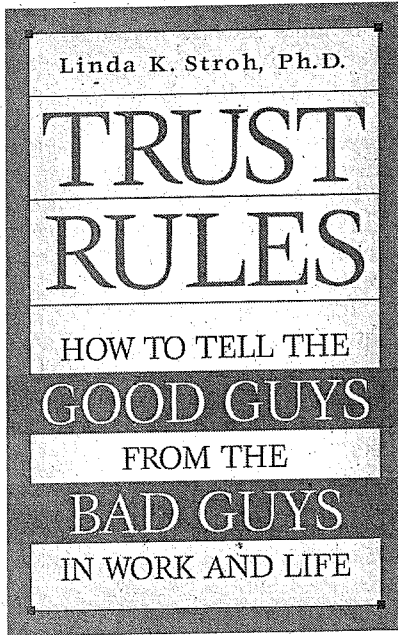


Linda Stroh

Her husband was a member of the Mulligans — a group of retired executives who live there and golf together — and she tapped into their expertise to help write *Trust Rules: How to Tell the Good Guys from Bad Guys in Work and Life*.

US News & World Report recommended the book. Stroh appeared on *Oprah & Friends* and was interviewed by Gayle King on XM satellite radio. It was released in August with a list price of \$34.95.

The couple lived part of the time in Arizona from the mid-1990s to the mid-2000s. Stroh became interested in the topic of trust as an organiza-



tional behavior coach to companies.

A lot of people want to know “how do I deal with this person who isn’t trustworthy,” she said. “I have a lot of students and friends that come into

my life who have been betrayed who have told me all kinds of horror stories.

“So often to these stories, the piece of the puzzle were all there. They just didn’t put them together.”

But people can learn who to allow into their ‘inner circle and who to leave out. Stroh also gives advice on how people can become more trustworthy themselves.

So, how do you know if a co-worker is a “good guy”?

Here are some of Stroh’s examples

- Likely to respond, in a healthy way, when things go wrong.

- Admits and learns from mistakes.

- Voluntarily, in useful ways, tell me when I do something wrong.

- I would introduce this person to my family and other trusted confidants.

- Hold themselves to the same standards they establish for others.

There are more, but she says those five qualities should help you consider whom to let in and whom to keep out of your inner circle.

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Linda Stroh

Author, about people asking how to deal with untrustworthy co-workers

You buying or shopping?

of customer service you depends on whether you or a shopper. Not the same thing, researchers at the Wharton of the University of Penn-

s, who tend to be women, from sales staff, interaction with people who know their products well and personal recommendations.

Buyers, who men, just want help find quickly and a fast check-

found interesting is how and to be more focused on while men act almost as if dealing with an ATM card. Stephen Hoch, director of Jay H. Baker Retailing who has studied customer experiences extensively.

they want to deal with an mine. They really don't deal with a person.”

— **Cathryn Creno**

log at money.azcentral.com.

INDOFF

Question: Arizona's unemployment rate increased from 4.1 percent in October, to 4.1 percent in November, largely because of the increase in the real-estate industry. Looking for a job at the moment it been more difficult to find? E-mail your response to aztalkbiz@azcentral.com with your full name and telephone number.

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Gift Cards

Continued from D1



Asian incubator, ASU i

SKYSONG

Continued from D1

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