



Avoid strategic missteps with MIT's Delta Model.
Corporate Strategy June 7-12, 2009



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Something for the weekend

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Published: May 15 2009 16:06 | Last updated: May 15 2009 16:06

That Monday morning feeling might be more damaging to your health than you realise. **Jeffrey Pfeffer**, professor of organisational behaviour at **Stanford Graduate School of Business** in California, says that studies show that employees who have little control over their job or decision making, are at a higher risk of suffering a heart attack. Prof Pfeffer says that these toxic workplace environments increase the chances of both disease and mortality for employees.

Overwork and job stress can contribute to increases in smoking, alcohol abuse and high blood pressure he adds, whilst redundancies can lead to depression and even lower life expectancy. He believes that the concept of "sustainability" must be expanded to consider not only if workplaces are good for the environment but also if they are good for people.

Out of the office, many turn to casinos for relaxation, but customers may soon find that their luck is running out. New research has shown that by using mathematical models casinos can identify the most lucrative customers, ie those who will lose the most money.

Marketing professors Raghuram Iyengar and Jehoshua Eliashberg from **Wharton** and Sam K Hui from the **Stern School of Business at New York University** have developed a **mathematical model** to determine if revenue from specific players is down to luck or skill. The data gathered also suggests that whilst women spend more money at slot machines than table games, men have greater skill at the gaming tables with games such as blackjack.

"This information would really help casinos target more precisely the most attractive customers because you certainly don't want to target the unattractive customers, says Prof Eliashberg.

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