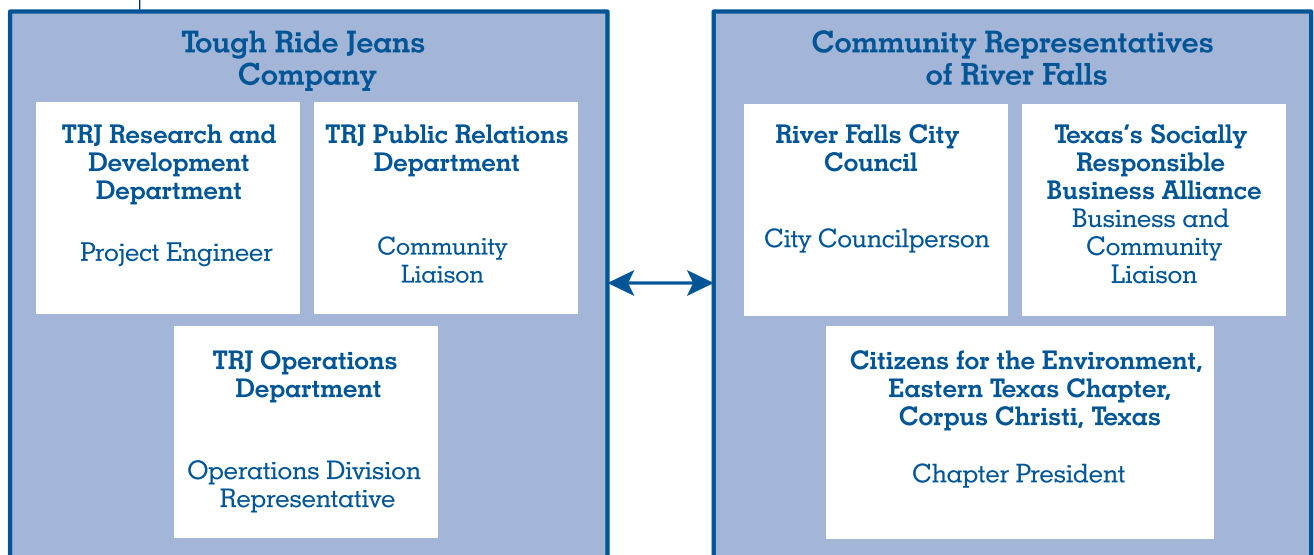


THE TOUGH RIDE JEANS COMPANY



Discuss the issues surrounding the proposed expansion of Tough Ride Jeans (TRJ), using the **Questions for Reflection** from **Tough Ride Jeans Company**. Then read **Thinking About Stakeholders**, which presents the case for listening to the stakeholders when making business decisions. Stakeholders in the TRJ expansion are shown in **Figure 1.1**.

Figure 1.1: TRJ Stakeholders



DID YOU KNOW?

Manufacturing employment was fairly stable from the end of the Korean War to the 1960s; it then increased by three million in the 1960s and an additional one million in the 1970s. Over the years, manufacturing employment has fluctuated with the overall economy, falling sharply during recessions but regaining some of those losses during expansions. Starting in 1981, manufacturing employment in the United States has been declining. Go to the **Ford PAS Web site** to visit the U.S. Department of Labor Web site to find out what percentage of today's workforce is employed in manufacturing.

