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Western companies expect to be treated fairly as they expand into emerging markets like China, India, and Brazil. Staring them in the face at home, however, is the stock-option-dating scandal. Shouldn't decency translate equally across cultures and economies?

The nationality of firms is becoming more, not less, clear. When so-called best practices fail to deliver... Indians are getting more materialistic... One likes a perfect brand... Sending consistent corporate messages... Online shopping in 3-D... Following in the footsteps of an icon... Is the globalization apocalypse upon us?

Whiskey maker Glenmeade is facing a trade-off: Front-office innovations are increasing sales and customer loyalty. But by siphoning money away from product innovation, they might produce the opposite effect in the long term.

Corporations try to protect employees with rules against workplace smoking, drinking, drugs, sexual harassment, and so on. Yet they keep asking people to work too hard, too long, and with too little sleep. The toll on morale and performance can be significant. So why are so few companies doing anything about it?