

reward system that maintains and enhances the reputation of our firm. Think about the companies that visit a college campus. For some of these companies, students naturally gravitate to interview opportunities—the interview schedule fills very quickly indeed. Why? Because of reputation.⁹³ We tend to undervalue the reward value of a good reputation. To guard this reputation, we need to make sure we comply with compensation laws.

Your Turn

Burger Boy

This is a true case. Jerry Newman (second author of this book) spent 14 months working in seven fast-food restaurants. He wrote about his experiences in the book *My Secret Life on the McJob* (McGraw-Hill, 2007). This is a description of events in one store . . . labeled here Burger Boy.

Person	Job Title	Base Salary	Other Wage Information	Avg Hrs/Wk
Otis	Assistant Store Manager	34k	Exempt (no overtime pay)	55
Leon	Shift Supervisor	23k	Nonexempt	55
Marge	Crew Member (fries)	\$6.25/hr	Nonexempt	30
Me	Cook	\$6.50/hr	Nonexempt	20
Chuck	Drive-thru Window	\$7.00/hr	Nonexempt	30
Lucy	Sandwich Assembler	\$7.00/hr	Nonexempt	35