

## How a bad HR chief can bring down a CEO

*Next Level Blog*

Pfizer CEO Jeff Kindler lost his job for performance issues, but also because he trusted the wrong person—Mary McLeod, the head of human resources, Scott Eblin writes.

He outlines how McLeod's poor performance, such as neglecting basic HR duties and avoiding face-to-face communication, were clear warning signs of trouble. "If your HR exec is not connecting with the actual human resources in your organization, you've got a problem," Eblin writes.

## Location data can help retailers speak to their ideal customers

*SmartBrief/SmartBlog on Leadership*

Instead of marketing to a general audience, some of which might not be receptive to their products, retail businesses can use location data to tailor their pitches to a specific customer segment.

Businesses "can look at a market now and understand who is living there, and understand now based on the data ... how to target them," said Amy Wilde of MarketStar.

Location data can also be a valuable tool for marketers deciding which retailers are best suited to carry their products.

## To buy or to lease? That is the equipment question

*The Examiner/Orlando, Fla.*

Many business owners debate buying vs. leasing when it comes to equipment, and the answer depends largely on taxes, writes Internal Revenue Service enrolled agent Craig Smalley.

New depreciation rules allow you to deduct the full amount of equipment if you purchase it, which can take your net income below zero. If you lease, though, you can deduct payments during the period that the lease is in effect.

## 3 lessons from NASA's innovation program

*WorkingKnowledge.com*

After NASA's R&D budget was cut 45%, the space agency embraced open innovation, using online platforms and relatively small cash prizes to encourage external researchers to solve problems. NASA demonstrated an ability to break projects into bite-size pieces suitable for outsourcing, writes Andrea Meyer.

## Executives avoiding social media are short-sighted

*MonsterThinking.com*

Business leaders can't ignore social media if they want to stay relevant, competitive and closely connected to customers, China Gorman writes. "Does social media pose organizational risks? Absolutely! But to ignore those in-the-moment

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opportunities to engage a new or current customer, save a former customer, support an employee or just see a new way of thinking about your products or service puts your organization at a competitive disadvantage," she writes.

## 5 steps for getting a loan from a microlender despite your poor credit

*Fox Business Small Business Center*

There is an alternative funding source for entrepreneurs with no credit or bad credit: microlenders. But having a strong application is key to approval, writes Susan Schreter, who advises articulating a solid plan and not overthinking the process.

## It takes a team to build a business

*BusinessNewsDaily.com*

It can be hard for entrepreneurs to let go of parts of their business as they work to build it up, but delegating is vital to prevent burnout and expand the venture, experts say. First, figure out which tasks you can outsource, then identify the right talent to take on the tasks. Follow up, but give team members enough time to prove themselves. ■

Our office has moved to Dayton, Ohio!!!

*As of June 1, 2011, Geneva Analytics has taken up residence in Beavercreek, just outside of Dayton, Ohio. We thank all of our followers for their patience during this transition.*

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