*1. Bain & Company invented the Net Promoter System, and this system continues to be the leader in how companies earn customer loyalty and inspire employees. What is the Net Promoter Score? How is it calculated? What do promoter, passive, and detracting customers mean? Identify an industry, and compare three competitors in that industry by their NPS score. What does this tell you?*

*2. In operations management, as in life, a balanced approach is often the best policy. One of the best examples of the benefits of this in operations management is the lean-approach. Explain the basic factors that must be in place to achieve a balanced lean system. Next, give three examples of unethical behavior involving lean operations, and state the relevant ethical principle that would be violated. Finally, contrast the push and pull methods of moving goods and materials through production systems.*