

Costco

to be more attentive to shareholders, its strategy appeared to be working.

Costco is one of the companies that Zeynep Ton, a professor at M.I.T.'s Sloan School of Management, has studied at length. Ton is the author of "The Case for Good Jobs," which advances the idea that providing frontline workers with living wages, ample benefits, and paths to advancement can improve a company's productivity and therefore its bottom line. Almost every year for the past decade, Sinegal, whom Ton calls her "business hero," has taken her M.B.A. students on a tour of a local warehouse, where he inspects merchandise and obliges selfie requests. A student once told her that visiting the Waltham, Massachusetts, Costco with Sinegal was, after her wedding day, the best day of her life.

Masters-of-business-and-finance

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