Blaine Killen

**Whole Foods Case Study**

1. They use the fact that they treat their employees so well to have a diverse set of rare and valuable employees. This helps them be the first to market against their competitors and maintain a positive company image.
2. The company uses human capital by making sure their employees get payed well, get treated well, and keep the organization away from a union. This in return makes the employees provide more value back to the company, and keep the rare employees there to strengthen Whole Foods differentiation.