

## Felipe's Persuasive Memo: Conclusion



### Memorandum

#### Conclusion

I think we should heed the advice of someone who has been where we are now. Todd McKean, a Nike executive, said: "[Our] initial attitude was, 'Hey, we don't own the factories. We don't control what goes on there.' Quite frankly, that was a sort of irresponsible way to approach this."

I also think that we should examine whether our demands for cost cutting at vendors may create incentives for behavior that is detrimental to our mutual interests.