INSIDE CMR

SUPPLY CHAINS

- 5 Social Capital, Sensemaking, and Recovery: Japanese Companies and the 2011 Earthquake George Olcott and Nick Oliver
- 23 Managing Value in Supply Chains: Case Studies on the Sourcing Hub Concept Anupam Agrawal, Arnoud De Meyer, and Luk N. Van Wassenhove
- 55 Retail Inventory: Managing the Canary in the Coal Mine Vishal Gaur, Saravanan Kesavan, and Ananth Raman

MANAGING PEOPLE

- 77 Coping with Open Innovation: Responding to the Challenges of External Engagement in R&D Ammon Salter, Paola Criscuolo, and Anne L.J. Ter Wal
- 95 Employee Contributions to Brand Equity **Betsy DuBois Gelb and Deva Rangarajan**
- Culture Change at Genentech: Accelerating Strategic and Financial Accomplishments

 Jennifer Chatman

BUSINESS AND SOCIETY

Contesting the Value of "Creating Shared Value"Andrew Crane, Guido Palazzo, Laura J. Spence, and Dirk Matten