



Centre for Economic Performance
London School of Economics
Houghton Street
London WC2A 2AE

12 December 2010

Dear [Manager](#),

Many thanks for agreeing to talk about your experiences in manufacturing management. I would be very grateful if we could set up a suitable time to speak on the phone this coming week.

As mentioned, I am working on a joint London School of Economics (LSE) and Stanford University research project investigating management practices across Europe and North America. We strongly believe that managers play a central role in shaping firm and national productivity. Even more so, we are interested in comparing these manufacturing processes and competitiveness across countries, and your insight will contribute greatly to this.

Benefits to you include:

- Advance copies of our overview findings, relevant to your sector, before they are made public. We have already presented to The Federal Reserve, The Bank of England, the UK Treasury and the Bundesbank. Our earlier findings and further information regarding the study can be accessed at <http://cep.lse.ac.uk/research/migp/reports.asp>
- An opportunity to contribute to a major piece of research that will shape policy decision-making and management practices in years to come.
- Other managers have enjoyed our interviews and have found them to be a great opportunity to discuss and reflect upon their current business practices and experiences in a confidential environment. This work is based upon considerable expertise in a wide range of practices.

Our conversation concerns main areas of manufacturing and management, especially modern manufacturing, performance indicators and tracking, employee communication, appraisal and review, and firm incentives. It will take about 45 minutes and is unpaid. Further, there is no discussion of your firm's financial performance and all responses are completely confidential to ensure there are no risks from being involved. I am very happy to answer questions at any time as are Professors Nick Bloom and John Van Reenen whom I am working with as well.¹ You are also very welcome to contact the Administrative Panels Office at LSE or Stanford with any feedback or questions on this research.² You of course have the right to cancel this interview at any point if you would like to withdraw.

Once again many thanks for your help,

Renata Lemos
Telephone: 0044 (0)20 7106 XXXX
Email: R.Lemos@lse.ac.uk
Web page : <http://cep.lse.ac.uk/new/staff/person.asp?id=5499>

¹ +1 650 723 3982, nbloom@stanford.edu, <http://www-econ.stanford.edu/faculty/bloom.html>, +44 207 955 6976, j.vanreenen@lse.ac.uk, <http://cep.lse.ac.uk/new/staff/person.asp?id=1358>

² +1 650 723-2480, Lauri.Kanerva@Stanford.edu, <http://humansubjects.stanford.edu/general/contact.html>
Stanford protocol approval date 3/27/09, protocol expiration date 11/19/10