



# Case Study: Rubbermaid Inc.

*Kimberly Wylie*

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## Case Study: Rubbermaid Inc. Kimberly Wylie

Seminar paper from the year 2004 in the subject Business economics - Business Management, Corporate Governance, University of Phoenix, 2 entries in the bibliography, language: English, abstract: When one thinks of successful companies, Rubbermaid Inc. is one of them. They have appeared on Fortune magazine's list of America's most Admired Companies, multiple times ("Business teams", 1997, p.1). The challenge the corporation was now having was how to incorporate their team strategy into their global development plans, while also encouraging their teams to "think and act like the entrepreneurs who gave birth to the company so many years ago" (p. 16)



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