An index to The Conference Board's published research material as of December 31, 2004.

The 2005 Cumulative Index is a guide to Conference Board publications issued from 2000 through 2004, as well as earlier studies still considered relevant. Publications are indexed by subject. Within each subject, major studies are listed first, short reports second, and magazine articles last. An explanation of abbreviations and a description of Conference Board periodicals can be found at the front of the index.

CI-05
How to Make Inquiries

All executives of Associate member firms and their staffs are encouraged to make full use of the Board's Information Service, which can provide information far beyond what is found in this index. To request information, call 212 339 0390. To order publications, contact the Customer Service Department at 212 339 0345. For further information about the Board's research, conference, and council activities and how to become an Associate, contact the Associate Services Division at 212 339 0230, or visit our Website at www.conference-board.org.

This publication was prepared by Carol Estoppey of the Board's Information Service.
Conference Board Periodicals

Across the Board: A business magazine offering information and insights on matters of interest to executives and the business community. Issued 10 times a year. Bimonthly beginning 2001. Until October 1976, entitled The Conference Board RECORD.


Consumer Confidence Survey: Results of a monthly survey of consumers’ appraisal of business conditions and the employment outlook, as well as their buying and travel intentions. Formerly known as Consumer Attitudes and Buying Plans. Prior to July 1977, published bimonthly.

Institutional Investment Report: Provides data on U.S. institutional investment including assets and equity holdings, concentration of ownership, trading and turnover patterns, and investment in foreign companies. Published three times a year.

StraightTalk: Forecasts and commentary from the Board’s chief economist on the effect of domestic and international events on the economic outlook. Issued 10 times a year.

European Periodicals

Board Europe: A bimonthly newsletter designed to inform Associates of current activities, research, and publications of The Conference Board Europe.
Explanation of Abbreviations


CBR--Conference Board RECORD. A monthly business magazine. Name changed to Across the Board. Last issue with this title: September 1976.

R--Report. Major studies in every area of Conference Board research. Series begins with No. 501. As of 1994, Report numbers are followed by the year of publication and one of five codes:

RR--Research Report

CH--Conference Highlights

CR--Council Report

ES--Executive Summary

SS--Series Summary

SR--Special Report
Advertising
“Fading Glory,” ATB, July/Aug. 2004, p. 30-33. Why spending more on advertising is ineffective and how to create a marketing edge.

Affirmative Action See Equal Employment Opportunity

Asia
See also China

Attitude Surveys
“Internet Life: What Your Customers Are Doing Online,” ATB, Jan./Feb, 2003, p. 59-60. In an interview, the director of The Conference Board’s Consumer Research Center, Lynn Franco, discusses a new Board index: the Consumer Internet Barometer.

Attitudes

Benchmarking See Quality

Board of Directors See Directors

Bonus Plans

Business Ethics

“Can You Interview for Integrity?,” ATB, Mar./Apr. 2004, p. 34-38.
“Right vs. Wrong: The Bottom Line on Ethics,” ATB, July/Aug. 2003, p. 59-60. Interview with Amitai Etzioni founder and director of The Communitarian Network on why companies should act ethically.

Business Performance Measurement
Corporate Community Development: Meeting the Measurement Challenge, R-1310-02-RR, 2002, 70 pages.
The Link Between Corporate Governance and Performance: Year 2000 Update, R-1276-00-RR, 2000, 34 pages. Updates R-1215-98-RR.
Performance Measurement During Merger and Acquisition Integration, R-1274-00-RR, 2000, 37 pages.
Corporate Environmental Governance: Benchmarks Toward World-Class Systems, R-1266-00-RR, 2000, 18 pages.
Aligning Strategic Performance Measures and Results, R-1261-99-RR, 1999, 41 pages.


Europe

Business Schools

Business Units
Organizing for Global Competitiveness: The Role of Corporate Headquarters and Its Leadership in Organizational Integration, R-1291-01-RR, 2001, 49 pages.

Career Planning
“A Woman’s Perspective: The Definition of Success,” ATB, May/June 2004, p. 51-52. Interview with Beverly Edgehill, vice president of leadership effectiveness at Fidelity Investments.
Change, Organizational See Organizational Change

Chief Executives


"Mentoring the Lonely CEO," ATB, Nov./Dec. 2004, p. 59-60. Interview with Jeffrey Sonnenfeld of Yale, speaker at The Conference Board's coaching seminars on how board members can help CEOs.

"Christopher Byron Looks Behind Four CEOs Behaving Badly," ATB, July/Aug. 2004, p. 11-12. Interview with the author of Testosterone Inc.: Tales of CEOs Gone Wild.


"The Best Job in the World," ATB, May/June 2003, p. 31-33. Lew Platt reflects on his years as CEO of HP and his successor.


"All for One, But None for All?", ATB, Jan./Feb. 2002, p. 45-48. Why CEOs make bad team players.

China

See also Asia


Communication

See also Information Technology and Media


Improving Communications Between Companies and Investors, SR-04-01, 2004, 17 pages.

The Impact of Mergers and Acquisitions on Corporate Citizenship, R-1272-00-RR, 2000, 41 pages.

Employee Communication During Mergers, R-1270-00-RR, 2000, 51 pages.


Community Relations

Compensation See Bonus Plans, Executive Compensation, and Incentives

Compensation Management


Europe

Competitive Intelligence

Conference Board Inc.


“Eat, Drink, and Be Moderate,” p. 53-56. Update of the 1976 ATB article, “The Executive Diet.”


“Would You Like to Be This Kind of Person?,” p. 63-65. Evolution of workplace testing.


“A Disaster Waiting to Happen,” p. 72-74. Extreme-forecast books such as The Crash of ’79, by Paul E. Erdman.

“Remembering Lewis,” p. 76-79. Profile of Across the Board’s founding editor, Lewis Bergman.

“A New Map of the World,” ATB, Oct. 2000, p. 21-25. In an interview, Gail Fosler discusses The Conference Board’s introduction of its leading economic indicators outside the U.S.


Excerpts from memorable articles that have appeared in Across the Board. A special issue marking the 75th anniversary of The Conference Board. ATB, May 1991.


Follow-up on people and issues that appeared in articles in Across the Board. A special issue marking the 75th anniversary of The Conference Board. ATB, May 1991.
“Then and Now,” p. 49-55.

Consultants

Consumer Markets
See also specific subjects, e.g., Income
“Why They Buy,” ATB, Nov./Dec. 2003, p. 27-32. Adapted from Body of Truth: Leveraging What Customers Can't or Won't Say, by Dan Hill.

Attitude Surveys


Contingent Employment
See Staffing

Corporate Citizenship
See also Community Relations and Corporate Contributions
Doing Good and Doing Well: Making the Business Case for Corporate Citizenship, R-1282-00-RR, 2000, 33 pages.
The Impact of Mergers and Acquisitions on Corporate Citizenship, R-1272-00-RR, 2000, 41 pages.


Europe

Corporate Contributions
Corporate Culture See Organizational Behavior

Corporate Finance

Corporate Governance
See also Business Performance Measurement, Directors, Executive Compensation, and Investor Relations
The Link Between Corporate Governance and Performance: Year 2000 Update, R-1276-00-RR, 2000, 34 pages. Updates R-1215-98-RR.
Corporate Governance and Cross-Border Mergers, R-1273-00-RR, 2000, 22 pages.

“Keep Shareholders at Bay,” ATB, Mar./Apr. 2004, p. 23-25. Interview with UCLA professor Lynn Stout on the team-production model of corporate governance

Asia
Corporate Governance: Global Trends Examined From an Asian Perspective, SR-00-2, 2000, 72 pages.

Europe
Debating European Corporate Governance Issues, SR-00-1, 2000, 22 pages.

Corporate Growth


Corporate Image

“Honors to the Bold,” ATB, Mar./Apr. 2003, p. 27-31. The best of last year’s new corporate logos and identities.


**Corporate Planning** See Planning and Development

**Corporate Reorganization**


**Costs**


**Creativity**


“Have We Run Out of Big Ideas?,” ATB, Mar./Apr. 2003, p. 16-21. Sources of new business thinking.

“Getting Your People to Think,” ATB, Jan./Feb. 2003, p. 25-29.


**Crisis Management**


**Customer Relations**


“Where We Go From Here,” ATB, Jan./Feb. 2003, p. 31-36. Interview with Shoshana Zuboff and James Maxmin, authors of *The Support Economy: Why Corporations Are Failing Individuals and the Next Episode of Capitalism*.


**Decision Making**


Defense


Directors
See also Corporate Governance


Corporate Governance and Cross-Border Mergers, R-1273-00-RR, 2000, 22 pages.


“Mentoring the Lonely CEO,” ATB, Nov./Dec. 2004, p. 59-60. Interview with Jeffrey Sonnenfeld of Yale, speaker at The Conference Board’s coaching seminars on how board members can help CEOs.


“Keep Shareholders at Bay,” ATB, Mar./Apr. 2004, p. 23-25. Interview with UCLA professor Lynn Stout on the team-production model of corporate governance


Board Committees


Compensation
Europe

Great Britain

Discrimination in Employment See Equal Employment Opportunity

Diversity in the Workplace

“Diversity: Drive From the Top Can Lift Beyond Compliance to Enrichment of Total Corporate Culture,” ATB, Sept./Oct. 2004, p. 53-60 (Special Advertising Section).
“Workplace Diversity: It’s All in the Mix,” ATB, Sept./Oct. 2003, p. 51-52. Interview with Jose Berrios, a member of The Conference Board’s workforce diversity council.
“Broad Patterns of Discrimination Still Prevail, Despite Vigorous Individual Corporate Programs to Overcome Them,” ATB, Mar./Apr. 2003, p. 57-63 (Special Advertising Section).

Europe

Divisions See Business Units

Downsizing See Corporate Reorganization and Termination of Employment

E-Business
Transforming the Supply Chain, R-1312-02-RR, 2002, 45 pages.
Electronic Business Outlook, R-1267-00-RR, 2000, 20 pages.

Europe

Economic Growth


**Economic Indicators**

*Business Cycle Indicators.* Monthly.


“A New Map of the World,” ATB, Oct. 2000, p. 21-25. In an interview, Gail Fosler discusses The Conference Board’s introduction of its leading economic indicators outside the U.S.

**Education**

See also Education and Industry and Training and Development


**Education and Industry**


Four corporate initiatives.

**Employee Assistance Programs**


**Employee Retention**


Executive Summary published as R-1329-03-ES, 2003, 7 pages.


**Energy**


“The Outlook for Oil and Its Implications for U.S. Business.”

“Forecasts for Energy Markets: More Volatility Ahead.”

“The Long and the Short of It: Energy Choices in an Era of Uncertainty.”
“Strategic Energy Management: An IBM Perspective.”

Entrepreneurs
“Escape From Corporate America,” ATB, Mar./Apr. 2003, p. 38-43. Why women are leaving large companies to become entrepreneurs and what management can do about it.

Environment, Health, and Safety Management
   Executive Summary published as R-1334-03-ES, 2003, 7 pages.
Corporate Environmental Governance: Benchmarks Toward World-Class Systems, R-1266-00-RR, 2000, 18 pages.

Environmental Protection


Equal Employment Opportunity

“Broad Patterns of Discrimination Still Prevail, Despite Vigorous Individual Corporate Programs to Overcome Them,” ATB, Mar./Apr. 2003, p. 57-63 (Special Advertising Section).

Ethics See Business Ethics

Executive Compensation
See also Bonus Plans, Compensation Management, and Stock-Option Plans


Europe

Executive Development See Management Development

Executive Selection See Management Development and Personnel Selection
Executives
See also Chief Executives, Directors, Executive Compensation, and specific functions, e.g., Marketing

“In the Shadow of the CEO,” ATB, May/June 2003, p. 34-39. The role of the COO.

Expatriates See International Operations--Human Resource Management

Finance See Corporate Finance

Financial Institutions

Flextime See Workweek

Forecasts, Economic
Note: Forecasts from the Board's chief economist are published in StraightTalk.

Foreign Countries See names of specific countries and geographic regions

Foreign Exchange

Foreign Investment See International Investments

Government Regulation of Business
See also specific subjects, e.g., Equal Employment Opportunity


China

Gross Domestic Product

Growth See Corporate Growth and Economic Growth

Health, Employee See Medical and Health Programs
Health, Personal

Hiring See Personnel Selection and Recruitment

Human Relations


Human Resource Function


Human Resource Management
See also specific subjects, e.g., Training and Development, Work-Life
The Impact of Mergers and Acquisitions on Corporate Citizenship, R-1272-00-RR, 2000, 41 pages.
Valuing People in the Change Process, R-1265-00-CH, 2000, 18 pages.


Incentives
See also Bonus Plans

Europe

Income


Information Systems


Information Technology
Executive Summary published as R-1333-03-ES, 2003, 7 pages.

“Tell IT to Take a Break,” ATB, Jan./Feb 2003, p. 61-62. Argues against continual IT “upgrades”.

Europe
International Investments

International Operations
See also International Investments
Corporate Governance and Cross-Border Mergers, R-1273-00-RR, 2000, 22 pages.

Business Ethics

Corporate Citizenship
Doing Good and Doing Well: Making the Business Case for Corporate Citizenship, R-1282-00-RR, 2000, 33 pages.

Finance

Human Resource Management

Organization
Organizing for Global Competitiveness: The Role of Corporate Headquarters and Its Leadership in Organizational Integration, R-1291-01-RR, 2001, 49 pages.
Organizing for Global Competitiveness, R-1160-96-SS, 1996, 22 pages. Key findings of Conference Board studies on geographic, product, matrix, and business unit organization designs.

Internet

“Internet Life: What Your Customers Are Doing Online,” ATB, Jan./Feb, 2003, p. 59-60. In an interview, the director of The Conference Board’s Consumer Research Center, Lynn Franco, discusses a new Board index: the Consumer Internet Barometer.
**Interpersonal Relations** See Human Relations

**Investor Relations**
Improving Communications Between Companies and Investors, SR-04-01, 2004, 17 pages.
  Summary published as R-1327-03-ES, 2003, 7 pages.

  performance management software (BPM) to comply with new financial reporting regulations.

**Joint Ventures** See Strategic Alliances

**Knowledge Management**
Knowledge Management: Becoming an E-Learning Organization, R-1283-00-CH, 2000, 27 pages.
Beyond Knowledge Management: New Ways to Work and Learn, R-1262-00-RR, 2000, 69 pages.

  competitors can’t quickly imitate.

**Labor Supply**
Innovative Public-Private Partnerships: The United States Army and the Private Sector, R-1285-01-RR,
  2001, 14 pages.
Does a Rising Tide Lift All Boats? America’s Full-Time Working Poor Reap Limited Gains in the New
  Economy, R-1271-00-RR, 2000, 22 pages.

  creative talent to other countries.

**China**
  pages.

  Robert H. McGuickin and Matthew Spiegelman, authors of a Conference Board report on China’s
  experience with productivity and jobs.

**Leadership**
  R-1315-02-ES, 2002, 7 pages. Electronic version only.

"Barbara Kellerman Wants Business to Pay Closer Attention to Leadership Failures," ATB, Nov./Dec. 2004,
  p. 11-12. Interview with the author of *Bad Leadership: What It Is, How It Happens, Why It Matters*.
  executives about management.
"It’s All About Passion," ATB, Sept./Oct. 2004, p. 16-22. What nonprofits can teach corporations about
  leadership.
  Core Group Theory of Power, Privilege, and Business Success*.
"The Best Job in the World'," ATB, May/June 2003, p. 31-33. Lew Platt reflects on his years as CEO of HP and his successor.


Logistics
Transforming the Supply Chain, R-1312-02-RR, 2002, 45 pages.


Management
See also Corporate Growth, Executives, Management Development, Organization Structures, Organizational Change, and Sales Management


"Have We Run Out of Big Ideas?," ATB, Mar./Apr. 2003, p. 16-21. Sources of new business thinking.


Management Development

"Mentoring the Lonely CEO," ATB, Nov./Dec. 2004, p. 59-60. Interview with Jeffrey Sonnenfeld of Yale, speaker at The Conference Board’s coaching seminars on how board members can help CEOs.


**Managers** See Executives

**Marketing**

See also Customer Relations, Product Planning and Coordination, and Sales Management


“Fading Glory,” ATB, July/Aug. 2004, p. 30-33. Why spending more on advertising is ineffective and how to create a marketing edge.

“Why They Buy,” ATB, Nov./Dec. 2003, p. 27-32. Adapted from *Body of Truth: Leveraging What Customers Can’t or Won’t Say*, by Dan Hill.


**Planning**


**Japan**


**Markets** See Consumer Markets

**Media**


**Medical and Health Programs**

See also Medical Care System


**Medical Care System**


**Meetings**

Mergers and Acquisitions
Why All the Uncertainty, Fear, and Doubt? Are Mergers and Acquisitions Bad for Workers?,
Performance Measurement During Merger and Acquisition Integration, R-1274-00-RR, 2000, 37 pages.
Corporate Governance and Cross-Border Mergers, R-1273-00-RR, 2000, 22 pages.
The Impact of Mergers and Acquisitions on Corporate Citizenship, R-1272-00-RR, 2000, 41 pages.
Employee Communication During Mergers, R-1270-00-RR, 2000, 51 pages.

Minority Employment See Equal Employment Opportunity

Multinational Companies See International Operations

New Products See Product Planning and Coordination

Older Workers
Executive Summary published as R-1329-03-ES, 2003, 7 pages.
Executive Summary published as R-1319-02-ES, 2002, 10 pages.

“Geezers Get the Gate: How TV’s Young Turks Are Dumping Their Best Assets,” ATB, July/Aug. 2002,
p. 7-8.

Opinion Surveys See Attitude Surveys

Opinions See Attitudes

Organization Structures
See also specific functions
Organizing for Global Competitiveness: Regional Headquarters: Role and Organization,
Organizing for Global Competitiveness: The Role of Corporate Headquarters and Its Leadership in
Organizational Integration, R-1291-01-RR, 2001, 49 pages.
The Office of the Chief Executive: Current Patterns and Challenges, R-1264-00-RR, 2000, 29 pages.
pages.
Organizing for Global Competitiveness, R-1160-96-SS, 1996, 22 pages. Key findings of Conference Board
studies on geographic, product, matrix, and business unit organization designs.


Asia
Europe

Organizational Behavior


Organizational Change
Valuing People in the Change Process, R-1265-00-CH, 2000, 18 pages.

“Have We Run Out of Big Ideas?,” ATB, Mar./Apr. 2003, p. 16-21. Sources of new business thinking.
“Getting Your People to Think,” ATB, Jan./Feb. 2003, p. 25-29.

Organizational Learning See Knowledge Management

Outsourcing


Pay Practices See Compensation Management and Executive Compensation

Performance See Business Performance Measurement and Performance Appraisal

Performance Appraisal


Personnel Function See Human Resource Function

Personnel Policies See Human Resource Management and specific subjects

Personnel Selection
See also Recruitment

“Can You Interview for Integrity?,” ATB, Mar./Apr. 2004, p. 34-38.


Planning and Development
See also Corporate Growth, Marketing-Planning, and Organizational Change


Europe

Political Affairs

Pricing

Privatization
China

Product Planning and Coordination


Productivity
China


Europe

Public-Private Partnerships
See also Education and Industry
Corporate Community Development: Meeting the Measurement Challenge, R-1310-02-RR, 2002, 70 pages.

Public Relations

Publishers and Publishing

Purchasing

Europe

Quality

Benchmarking

Recruitment
See also Personnel Selection
Reengineering

Regulation
See Government Regulation of Business

Reorganization
See Corporate Reorganization

Research and Development


Restricted Stock
See Incentives

Restructuring of Corporations
See Corporate Reorganization

Retirement

"Is Retirement Dangerous to Your Health?", p. 52-55. Planning for retirement.
"Dreams Deferred," p. 59-63. Retirees who returned to the unpursued careers of their youth.

Risk Management


Salaries
See Executive Compensation

Salary Administration
See Compensation Management

Sales Management

"Should Anything Happen to You, God Forbid"," ATB, Jan./Feb. 2004, p. 21-25. Selling life insurance in the 1940’s and 50’s.

Security Management

Social Responsibility See Corporate Citizenship

Staffing
See also Management Development, Personnel Selection, and Recruitment


Stock, Restricted See Incentives

Stock-Option Plans


Stockholders
See also Investor Relations
Corporate Governance and Cross-Border Mergers, R-1273-00-RR, 2000, 22 pages.


Strategic Alliances

Strategic Planning See Planning and Development

Succession Planning


Surveys, Attitude See Attitude Surveys

Sustainability


Taxation
Teams

Technology
See also Information Technology

Termination of Employment
Compassionate Downsizing: Making the Business Case for Education and Training Services,


Terrorism


Total Quality Management
See Quality

Training and Development
See also Management Development
Compassionate Downsizing: Making the Business Case for Education and Training Services,

“Getting Your People to Think,” ATB, Jan./Feb. 2003, p. 25-29.

Travel and Tourism

Volunteerism
See Community Relations and Corporate Citizenship
Welfare

Women
See also Equal Employment Opportunity
“A Woman’s Perspective: The Definition of Success,” ATB, May/June 2004, p. 51-52. Interview with Beverly Edgehill, vice president of leadership effectiveness at Fidelity Investments.
“Escape From Corporate America,” ATB, Mar./Apr. 2003, p. 38-43. Why women are leaving large companies to become entrepreneurs and what management can do about it.

Work-Life
See also Workweek

Workweek