

THE BUSINESS OF NEW JERSEY

Why people skills matter



SUSAN ASCHER: President of the Ascher Group in Roseland

WHAT I DO: Run a staffing firm that places human-resources professionals with companies on a contract basis

"The way you treat people comes back to you, and I feel that I'm successful because I treat people the way I want to be treated. I think this is something we are forgetting in our culture: People forget to smile. I enjoy talking to people in all walks of life. My job is to connect people with companies, and when you connect with people, you do it on many different levels."