[The Bottom Line](http://www.bbc.co.uk/programmes/b006sz6t) is broadcast on [BBC Radio 4](http://www.bbc.co.uk/programmes/b00v8lns) and [BBC World Service](http://www.bbc.co.uk/programmes/p00b9f8b)

**Tim Steiner** is the co-founder and chief executive of online supermarket [Ocado](http://www.ocado.com/theocadoway/our%20business/index.html)

He says that even the smallest detail can reveal a large truth about how to make your business run more smoothly.

**Nick Wilson** is managing director of the UK arm of [Hewlett Packard](http://www8.hp.com/uk/en/hp-information/index.html)

He argues it is vital to have the respect of your colleagues

**Ian Mason** is chief executive of the electronics distributor [Electrocomponents](http://www.electrocomponents.com/ecm/about/).

He recommends that you always treat people the right way, even if it costs you in the short term