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Strategy The Key
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To Winning
It Executive Support
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To
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As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately,

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business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is

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needed. In Project

to Product, Value

Stream Network

pioneer and

technology business

leader Dr. Mik

Kersten introduces

the Flow

Framework—a new

way of seeing,

measuring, and

managing software

delivery. The Flow

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Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the

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book for you.

*A collection of the
best thinking from*

one of the

most innovative

management

consulting firms in

the world For more

than forty years,

The Boston

Consulting Group

has been shaping

strategic thinking in

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business. The

Boston

Consulting Group on

Strategy offers a

broad and up-to-

date selection of the

firm's best ideas on

strategy with fresh

ideas, insights,

and practical lessons

for managers,

executives, and

entrepreneurs

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in every industry.

*Here's a sampling of
the provocative*

thinking you'll find

inside: "You have to

be the scientist of

your own life and be

astonished four

times: at what is,

what always has

been, what once

was, and what could

be." "The majority of

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products in most companies are cash traps [They] are not only worthless, but a perpetual drain on corporate resources.

"Use more debt than your competition or get out of the business."

"When information flows freely,

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reputation, more than reciprocity, becomes the basis for trust."

"As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation."

"When brands become business systems, brand management becomes far too

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important to leave to the marketing department." "The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra." "Most of our organizations today derive from a model whose original purpose was to

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control creativity."

*"Rather than being
an obstacle,*

uncertainty is the

very engine of

transformation in a

business, a

continuous source

of

new opportunities."

"IP assets lack clear

property lines. Every

bit of

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*intellectual property
you can own comes
with connections to
other valuable innov
ations."*

*Explore a new and
effective method for
seizing opportunity
in the face of
uncertainty In
Provoke: How
Leaders Shape the
Future by*

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*Overcoming Fatal
Human Flaws,
renowned strategy
consultants and
best-selling authors
Geoff Tuff and
Steven Goldbach
deliver an insightful
exploration of how
people tend to act
tentatively in the
face of uncertainty
and provide the*

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tools we need to do things differently.

Tuff and Goldbach

offer up a

compelling

argument for the

proposition that

taking a "wait and

see" approach is the

exact opposite of

what helps visionary

leaders change the

world. Drawing on

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*principles from
business and
behavioral
economics, the
book shows readers
from all walks of life
how to provoke
action as a
mechanism to
advance. In this
book you'll
discover: An
overview of the*

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*assortment of
cognitive biases
which tend to
restrain and distort
leadership decision
making in the face
of uncertainty How
to recognize the
'phase change' that
occurs when an
uncertainty resolves
from being a
question of "if" to*

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*being a matter of
"when" Five different
models of*

*provocation which
can be used alone
or in combination to
anticipate, drive
through and exit that
phase change in a
way that creates the
future you desire
How true*

"provocateurs"

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shake the foundations of their industries, firms, sectors, and governments by overcoming their need for certainty before action

Perfect for leaders or aspiring leaders in all walks of life where uncertainty abounds—which is to

shake the foundations of their industries, firms, sectors, and governments by overcoming their need for certainty before action

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*say, almost
everywhere*

*—Provoke will
become your go-to
guide to overcoming
those natural human
instincts that keep
us frozen in place
and prevent us from
seizing our
opportunities.*

*The new M&A bible.
Few actions can*

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*change the value of
a company—and its
competitive*

future—as quickly

and dramatically as

an acquisition. Yet

most companies fail

to create

shareholder value

from these deals,

and in many cases

they destroy it. It

doesn't have to be

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this way. In The Synergy Solution, Deloitte's Mark Sirower and Jeff Weirens show acquirers how to develop and execute an M&A strategy—end to end—that not only avoids the pitfalls that so many companies fall into

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*but also creates
real, long-term
shareholder value.*

*This strategy
includes how to:*

*Become a prepared
"always on" acquirer*

*Test the investment
thesis and DCF*

valuation of a deal

Plan for a

successful

Announcement Day,

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*and properly
communicate
synergy promises to
investors and other
stakeholders
Realize those
promised synergies
through integration
planning and post-
close execution
Manage change and
build a new,
combined*

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organization Sirower and Weirens provide invaluable background to those considering M&A, laying out the issues they have to consider, how to analyze them, and how to plan and execute the deal effectively. They also show those

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who have already started the process of M&A how to maximize their chances of success. There's an art and a science to getting mergers and acquisitions right, and this powerful book provides the insights and strategies acquirers

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*need to find success
at every stage of an
often complex and
perilous process.*

*How People Are the
Real Key to Digital
Transformation
Measure What
Matters*

*Work Better
Together: How to
Cultivate Strong
Relationships to*

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Maximize Well-Being and Boost

Bottom Lines

Project Leadership

How Corporations

Beat Entrepreneurs

at the Innovation

Game

Essentials of

Strategic

Management

Detonate

Practical Magic for

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Crafting Powerful Work Relationships

Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers

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scrambling to find a
technology fix that will

help their
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organizations

compete. This book

offers managers and

business leaders a

guide for surviving

digital

disruptions—but it is

not a book about

technology. It is about

the organizational

changes required to

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harness the power of
technology. The

authors argue that

digital disruption is

primarily about people

and that effective

digital transformation

involves changes to

organizational

dynamics and how

work gets done. A

focus only on selecting

and implementing the

right digital

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technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management

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Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new

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technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing

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digital” and start
“being digital.” Digital
disruption won't end
anytime soon; the
average worker will
probably experience
numerous waves of
disruption during the
course of a career.
The insights offered by
The Technology
Fallacy will hold true
through them all. A
book in the

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Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

How companies can adapt in an era of continuous disruption: a guide to responding to such acute crises as COVID-19. When COVID-19 hit, businesses had to

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respond almost instantaneously--shifting employees to remote work, repairing broken supply chains, keeping pace with dramatically fluctuating customer demand. They were forced to adapt to a confluence of multiple disruptions inextricably linked to a longer-term, ongoing digital disruption. This book

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shows that companies that use disruption as an opportunity for innovation emerge from it stronger.

Companies that merely attempt to "weather the storm" until things go back to normal (or the next normal), on the other hand, miss an opportunity to thrive.

The authors, all

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experts on business
and technology

strategy, show that

transformation is not a

one-and-done event,

but a continuous

process of adapting to

a volatile and

uncertain environment.

Drawing on five years

of research into digital

disruption--including a

series of interviews

with business leaders

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conducted during the
COVID-19 crisis--they

offer a framework for

understanding

disruption and tools for

navigating it. They

outline the leadership

traits, business

principles,

technological

infrastructure, and

organizational building

blocks essential for

adapting to disruption,

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with examples from
real-world
organizations.

Technology, they
remind readers, is not
an end in itself, but
enables the
capabilities essential
for surviving an
uncertain future:
nimbleness,
scalability, stability,
and optionality.

Fully updated and with

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new case studies
throughout, this
second edition reviews
the way organizations
use events to connect
with their visitors. It
covers the
development of the
experience economy,
the steps from strategy
to concept, event
design and
touchpoints. It also
considers the areas of

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marketing within which experiences play a role, such as branding, relationship marketing and city marketing.

Concluding with a chapter on effect measurement and evaluation, and including a wealth of internationally relevant examples, the book gives a thorough insight into the way

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events can help reach strategic marketing goals.

NEW YORK TIMES

BESTSELLER • The

groundbreaking

investigation of how

the global elite's efforts

to "change the world"

preserve the status

quo and obscure their

role in causing the

problems they later

seek to solve. An

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essential read for
understanding some of
the egregious abuses
of power that dominate
today's news.

"Impassioned....

Entertaining reading."

—The Washington

Post Anand

Giridharadas takes us
into the inner

sanctums of a new
gilded age, where the
rich and powerful fight

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for equality and justice
any way they
can—except ways that
threaten the social
order and their
position atop it. They
rebrand themselves as
saviors of the poor;
they lavishly reward
“thought leaders” who
redefine “change” in
ways that preserve the
status quo; and they
constantly seek to do

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more good, but never
less harm.

Giridharadas asks

hard questions: Why,
for example, should
our gravest problems
be solved by the
unelected upper crust
instead of the public
institutions it erodes by
lobbying and dodging
taxes? His

groundbreaking
investigation has

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already forced a great,
To Winning
sorely needed

reckoning among the

world's wealthiest and

those they hover

above, and it points

toward an answer:

Rather than rely on

scraps from the

winners, we must take

on the grueling

democratic work of

building more robust,

egalitarian institutions

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and truly changing the
world—a call to action

for elites and everyday
citizens alike.

How to Monetize,
Manage, and Measure
Information as an
Asset for Competitive
Advantage

Top Five Regrets of
the Dying

Reinventing Strategy
Business Model

Generation

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How Leaders Shape
To Winning
the Future by
Overcoming Fatal
Human Flaws
How Google, Bono,
and the Gates
Foundation Rock the
World with OKRs
The Three Rules
Innovation principles
to bring about
meaningful and
sustainable growth in

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your organization
Using a list of more
than 2,000
successful
innovations, includin
g Cirque du Soleil,
early IBM
mainframes, the
Ford Model-T, and
many more, the
authors applied a
proprietary
algorithm

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and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify

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innovationopportunit

ies, and to evaluate

how firms are

performing

againstcompetitors.

The framework has

proven to be one of

the mostenduring

and useful ways to

start thinking

abouttransformation

. Details how you

can use these

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innovation principles
to bring about

meaningful—and

sustainable—growth

within

your organization

Author Larry Keeley

is a world renowned

speaker, innovation

consultant, and

president and co-

founder of Doblin,

the

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innovationpractice

of Monitor Group;

BusinessWeek

named Keeley one

of sevenInnovation

Gurus who are

changing the field

The Ten Types of

Innovation concept

has influenced

thousands

ofexecutives and

companies around

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the world since its
discovery in 1998.

The Ten Types of

Innovation is the
first book explaining
how to implement it.

A guide to putting
cognitive diversity to
work Ever wonder
what it is that makes
two people click or
clash? Or why some
groups excel while

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others fumble? Or
how you, as a
leader, can make or
break team

potential? Business
Chemistry holds the
answers. Based on
extensive research
and analytics, plus
years of proven
success in the field,
the Business
Chemistry

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framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection?

Business Chemistry

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will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth

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understanding of
yourself and why
you thrive in some
work environments
and flounder in
others. Suppose
you had a clearer
view on what to do
about it so that you
could always
perform at your
best. Imagine you
had more insight

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into what makes
people tick and what
ticks them off, how

some interactions

unlock potential

while others shut

people down.

Suppose you could

gain people's trust,

influence them,

motivate them, and

get the very most

out of your work

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relationships.
To Winning
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Imagine you knew
how to create a
work environment
where all types of
people excel, even if
they have conflicting
perspectives,
preferences and
needs. Suppose you
could activate the
potential benefits of
diversity on your

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teams and in your organizations, improving collaboration to achieve the group's collective potential. Business Chemistry offers all of this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great

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chemistry!

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If you only read one
book on the future
of work, Work
Disrupted:
Opportunity,
Resilience, and
Growth in the
Accelerated Future
of Work should be
that book. The
future of work swept
in sooner than

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expected,
accelerated by
Covid-19, creating
an urgent need for
new maps, new
mindsets, new
strategies-- and
most importantly, a
trusted guide to take
us on this journey.
That guide is Jeff
Schwartz. A
founding partner of

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Future of Work

Executive Support
practice, Schwartz

brings clarity,

humor, wisdom, and

practical advice to

the future of work, a

topic surrounded by

misinformation, fear,

and confusion. With

a fundamental belief

in the power of

human innovation

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and creativity,
Schwartz presents
the key issues,
critical choices, and
potential pitfalls that
must be on
everyone's radar. If
you're anxious
about robots taking
away your job in the
future, you will take
comfort in the
realistic perspective,

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fact-based insights,
and practical steps
Schwartz offers. If
you're not sure
where to even begin
to prepare, follow
his level-headed
advice and easy-to-
follow action plans.
If you're a business
leader caught
between keeping
up, while also being

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thoughtful about the
next moves, you will
appreciate the

playbook directed at

you. If you're

wondering how

Covid-19 will

change how and

where you will work,

Work Disrupted has

you covered.

Written in a

conversational style

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Strategy The Key
by Schwartz, with
Suzanne Riss, an
award-winning
journalist and book
author, *Work
Disrupted* offers a
welcome alternative
to books on the
topic that lack a
broad perspective or
dwell on the
problems rather
than offer solutions.

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Timely and
insightful, the book
includes the impact
of Covid-19 on our
present and future
work. Interviews
with leading thinkers
on the future of work
offer additional
perspectives and
guidance. Cartoons
created for the book
by leading business

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illustrator Tom
Fishburne bring to
life the reader's
journey and the
complex issues
surrounding the
topic. Told from the
perspective of an
economist,
management
advisor, and social
commentator, Work
Disrupted offers

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hope--and practical
advice--exploring

such topics as: How

we frame what lies

ahead is a critical

navigational tool.

Discover the

signposts that can

serve as practical

guides for

individuals who

have families to

support, mortgages

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to pay, and want to
stay gainfully

employed no matter

what the future

holds. The

importance of

recognizing the

rapidly evolving

opportunities in front

of us. Learn how to

build resilience—in

careers,

organizations, and

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leaders—for what
lies ahead. Why
exploring new
mental models
helps us discover
the steps we need
to take to thrive.
Individuals can
decide how to
protect their
livelihood while
businesses and
public institutions

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can consider how they can lead and support workforces to thrive in twenty-first-century careers and work. "Jeff's marvelous book is a roadmap for the new world of work with clear signposts. His insights will help readers discover opportunities, take

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action, and find
hope in uncertain
times. The ideas are
fresh, beautifully
crafted, and
immediately
applicable. This is
not only a book to
be read, but
savored and used."

—Dave Ulrich,
Rensis Likert
Professor, Ross

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School of Business,
University of

Michigan; Partner,

the RBL Group; Co-

author Reinventing

the Organization

With the acceptance

of CSR and

Sustainability as

important business

performance

indicators, it is

timely now to

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assess the impact that leadership has on the development of these processes. CSR, Sustainability, and Leadership seeks to explore the integration of these three elements through an examination of concerns and trends in contemporary

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organisations. The authors discuss empirical and theoretical studies which focus on processes and practices which inform the field.

Organisations wish not only to participate in responsible behaviour, but also

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actively lead within
their local

Executive Support
environments.

However,

businesses are

failing in their

execution of CSR

because of

ineffective

leadership.

Business leaders

are central to an

organisation's

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purpose in the world

and this book will

inform a robust

discussion about

social issues which

are pressing to

scholars,

policymakers, not-

for-profit

organisations and

students.

Work Disrupted

Lessons from

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Deloitte and

195,000 Brand

Managers

A Playbook for Agile

Decision Making

Developing

Optimized Talent

Strategies for Future

Growth

Designing B2B

Brands

Business Chemistry

The Challenger Sale

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Creating Value with an Adaptive Project Organization

*What's the
secret to sales
success? If
you're like
most business
leaders, you'd
say it's
fundamentally
about relations
hips—and you'd*

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be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that

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*their average
performing
colleagues are
not drove*

Matthew Dixon,

Brent Adamson,

and their

colleagues at

Corporate

Executive Board

to investigate

the skills,

behaviors,

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knowledge, and attitudes that matter most for high performance.

And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an

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*exhaustive
study of
thousands of
sales reps
across multiple
industries and
geographies,
The Challenger
Sale argues
that classic
relationship
building is a
losing*

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approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one

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of five
To Winning
distinct
Executive Support
profiles, and
while all of
these types of
reps can
deliver average
sales
performance,
only one—the
Challenger—
delivers
consistently

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*high performance.
Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with*

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*unique insights
about how they
can save or
make money.*

*They tailor
their sales
message to the
customer's
specific needs
and objectives.*

*Rather than
acquiescing to
the customer's*

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every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make

Challengers

unique are

replicable and

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*teachable to
the average
sales rep. Once
you understand
how to identify
the Challengers
in your
organization,
you can model
their approach
and embed it
throughout your
sales force.*

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The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a

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*distinctive
purchase
experience that
drives higher
levels of
customer
loyalty and,
ultimately,
greater growth.
This book
provides
practising
executives and*

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*academics with
the theories
and best
practices to
plan and
implement the
digital
transformation
successfully.
Key benefits:
an overview on
how leading
companies plan*

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*and implement
digital
transformation
interviews with
chief executive
officers and
chief digital
officers of
leading
companies -
Bulgari,
Deutsche Bahn,
Henkel,*

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Lanxess,
L'Oréal,
Unilever, Support
Thales and
others -
explore lessons
learnt and
roadmaps to
successful
implementation
research and
case studies on
the

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Executive Support
*digitalization
of small and
medium-sized
companies
cutting-edge
academic
research on
business
models,
organizational
capabilities
and performance
implications of*

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Executive Support

*the digital
transformation
tools and
insights into
how to overcome
internal
resistance,
build digital
capabilities,
align the
organization,
develop the
ecosystem and*

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create customer

To Winning

value to

Executive Support

implement

digital

strategies that

increase

profits

Managing

Digital

Transformation

is unique in

its approach,

combining

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Strategy The Key
rigorous
To Winning
academic theory
Executive Support
with practical
insights and
contributions
from companies
that are,
according to
leading
academic
thinkers, at
the forefront
of global best

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*practice in the
digital
transformation.*

It is a

recommended

reading both

for

practitioners

looking to

implement

digital

strategies

within their

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Strategy The Key
To Winning

*own organisations,
as well as for
academics and
postgraduate
students
studying
digital
transformation,
strategy and
marketing.*

*An accessible
guide to the*

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ideas and technologies underlying such applications as GPS, Google Maps, Pokémon Go, ride-sharing, driverless cars, and drone surveillance. Billions of people around

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*the globe use
various
applications of
spatial
computing
daily—by using
a ride-sharing
app, GPS, the
e911 system,
social media
check-ins, even
Pokémon Go.
Scientists and*

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researchers use
spatial
computing to
track diseases,
map the bottom
of the oceans,
chart the
behavior of
endangered
species, and
create election
maps in real
time. Drones

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and driverless
cars use a
variety of
spatial
computing
technologies.
Spatial
computing works
by
understanding
the physical
world, knowing
and

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*communicating
our relation to
places in that
world, and
navigating
through those
places. It has
changed our
lives and
infrastructures
profoundly,
marking a
significant*

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*shift in how we
make our way in
the world. This*

*volume in the
MIT Essential*

Knowledge

*series explains
the*

technologies

and ideas

*behind spatial
computing. The*

book offers

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*accessible
descriptions of
GPS and
location-based
services,
including the
use of Wi-Fi,
Bluetooth, and
RFID for
position
determination
out of
satellite*

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range; remote sensing, which uses satellite and aerial platforms to monitor such varied phenomena as global food production, the effects of climate change, and subsurface

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*natural
resources on
other planets;
geographic
information
systems (GIS),
which store,
analyze, and
visualize
spatial data;
spatial
databases,
which store*

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multiple forms of spatial data; and spatial statistics and spatial data science, used to analyze location-related data.

Organizations are complex social systems

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Executive Support

*that are not
easy to
understand, yet
they must be
managed if a
company is to
succeed. This
book explains
networks and
how managers
and
organizations
can navigate*

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*them to produce
successful
strategic
innovation
outcomes.*

*Although
managers are
increasingly
aware of the
importance of
social
relations for
the inner-*

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workings of the

organization,

they often lack

insights and

tools to

analyze,

influence or

even create

these networks.

This book draws

on insights

from social

network theory;

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*insights
sharpened by
research in a
number of
different
empirical
settings
including
production,
engineering,
financial
services,
consulting,*

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food processing, and R&D/hi-tech organizations and alternates between offering critical real business examples and more rigorous analysis. This concise book is

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*vital reading
for students of
business and
management as
well as
managers and
executives.*

*Managing the
networked
organization
Project to
Product*

Why - And How -
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Corporations
To Winning
Must Blow Up
Executive Support
Best Practices

*(and bring a
beginner's
mind) To
Survive
Understanding
the Strategic
Process*

*CSR,
Sustainability,
and Leadership*

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Playing to Win

Employee

Relations

Taking Control

of the Customer

Conversation

A data-driven

assessment of

what enables

some companies

to outperform over

the long term in

spite of

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***comparable
constraints
analyzes the
practices of
thousands of high-
and low-
performing
companies over a
45-year period to
reveal unique
thinking habits
and
counterintuitive***

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strategies.

Look around your organization: can

you identify who

owns project

management?

Would that person

appreciate that

they own

responsibility for

your projects?

Project

Leadership:

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***Creating Value
with an Adaptive
Project***

***Organization
highlights the
importance of
these questions—u
nderlining the
importance not
only of the project
team but on the
culture of
executive***

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leadership to the success of projects. It offers straight-forward takeaways and solutions to provide executives with the tools to implement an effective project environment. The book begins with a discussion of the

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*project
environment and
what it means for a
project to succeed
or fail in today's
world. It
introduces the
Adaptive Project
Management
Model followed by
a review of the
systems and tools
that give firms*

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***increasing ability
to maintain priority
on strategic
projects and
manage their
associated
uncertainty.***

***Working through
the book, you can
progressively
apply tactics from
each chapter to
increase your***

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***project leadership
capability and***

improve your

process so that

your projects

adapt as required

depending on the

nature of the

portfolio itself. Ask

yourself this—what

is my customer

buying? What do

they really want?

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***The one element
that all
organizations have
in common is that
customers are
buying execution,
and not much else.
Therefore,
ultimately, this
book is about
execution—getting
things done and
making things***

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happen. It details methods and tactics that help you execute projects more effectively and give your organization the edge in the current, fast-paced marketplace. A compelling vision. Bold

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Strategy The Key
leadership.
Decisive action.
Unfortunately,
these
prerequisites of
success are
almost always the
ingredients of
failure, too. In fact,
most managers
seeking to
maximize their
chances for glory

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are often unwittingly setting themselves up for ruin. The sad truth is that most companies have left their futures almost entirely to chance, and don't even realize it. The reason? Managers feel they must make choices with

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***far-reaching
consequences
today, but must
base those
choices on
assumptions
about a future they
cannot predict. It
is this collision
between
commitment and
uncertainty that
creates THE***

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***STRATEGY
PARADOX. This
paradox sets up a
ubiquitous but
little-understood
tradeoff. Because
managers feel they
must base their
strategies on
assumptions
about an unknown
future, the more
ambitious of them***

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To Winning – or
that they can

Executive Support

***hope their guesses
will be right – or
that they can
somehow adapt to
the turbulence that
will arise. In fact,
only a small
number of lucky
daredevils
prosper, while
many more
unfortunate, but
no less capable***

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Executive Support

managers find themselves at the helms of sinking ships. Realizing this, even if only intuitively, most managers shy away from the bold commitments that success seems to demand, choosing instead timid, unremarkable

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***strategies,
sacrificing any
chance at
greatness for a
better chance at
mere survival.***

***Michael E. Raynor,
coauthor of the
bestselling The
Innovator's
Solution, explains
how leaders can
break this tradeoff***

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and achieve results historically reserved for the fortunate few even as they reduce the risks they must accept in the pursuit of success. In the cutthroat world of competitive strategy, this is as close as you can

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***come to getting
something for
nothing. Drawing
on leading-edge
scholarship and
extensive original
research,
Raynor's
revolutionary
principle of
Requisite
Uncertainty yields
a clutch of critical,***

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counter-intuitive findings. Among them: -- The Board should not evaluate the CEO based on the company's performance, but instead on the firm's strategic risk profile -- The CEO should not drive results, but

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manage
uncertainty --
Business unit
leaders should not
focus on
execution, but on
making strategic
choices -- Line
managers should
not worry about
strategic risk, but
devote themselves
to delivering on

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***commitments With
detailed case
studies of success
and failure at
Sony, Microsoft,
Vivendi Universal,
Johnson &
Johnson, AT&T
and other major
companies in
industries from
financial services
to energy, Raynor***

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Strategy The Key
*presents a
concrete
framework for
strategic action
that allows
companies to
seize today's
opportunities
while
simultaneously
preparing for
tomorrow's
promise.*

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Executive Support

***Business Model
Generation is a
handbook for
visionaries, game
changers, and
challengers
striving to defy
outmoded
business models
and design
tomorrow's
enterprises. If your
organization needs***

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***to adapt to harsh
new realities, but
you don't yet have
a strategy that will
get you out in front
of your
competitors, you
need Business
Model Generation.
Co-created by 470
"Business Model
Canvas"
practitioners from***

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45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business

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Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-

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changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core

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value proposition.

Business Model

Generation

features practical

innovation

techniques used

today by leading

consultants and

companies

worldwide,

including 3M,

Ericsson,

Capgemini,

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Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all

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***organizations. If
you're ready to
change the rules,
you belong to "the
business model
generation!"***

Connected

Planning

Ten Types of

Innovation

Antipatterns and

Patterns for

Business Agility

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***Events as a
Strategic
Marketing Tool,
2nd Edition
The
Transformation
Myth
A Life
Transformed by
the Dearly
Departing
International
Student Edition***

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***Creativity And
Innovation in
Business -
212-page
collection of 55
best practices,
case studies, and
insights on the
current state of
Innovation in
Business at Top
Innovators
including Apple,***

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**Google, Netflix,
3M, Proctor &
Gamble, Johnson
& Johnson, GE,...
Reinvent best
practices that
have become
bad habits
Without
meaning to, and
often with the
best of
intentions,**

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most
organizations
continually
waste precious
time and money
on processes
and activities
that don't
create value
and no longer
make sense in
today's business
environment.

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Until now, the relatively slow speed of marketplace evolution has allowed wasteful habits to continue without consequence. This reality is ending.

Detonate

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explains how organizations built up bad habits, identifies which ones masquerade as "best practices," and suggests alternatives that can contribute to

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winning in the marketplace.

With a focus on optimism and empowerment, it focuses on an approach and mindset which are critical to successfully compete in an era

characterized

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***by profound
technological
advances and
uncertainty. •***

***Core themes
challenge how
you think about
and approach
problems •***

***Case studies
illustrate the
challenges you
face and how to***

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overcome them

• Recommendations are

pragmatic and

steer clear of

suggesting a

brand-new,

complicated

wiring diagram

• Actionable

advice provides

the first steps

down an

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**evolutionary
path If you want
to compete**

differently in

today's

marketplace

and to

challenge the

things your

company does

which you have

a nagging

feeling are

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***actually just a
waste of time -
and maybe
value-
destroying -
Detonate gives
you what you
need to ignite
change.***

***It's no secret
that we are
living in the
Digital Age.***

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**Technology
companies**

make up seven

of the world's

ten largest

**firms by market
capitalization.**

And the key to

their success is

the key to all

modern

organizations.

Jonathan

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***Smart, business
agility
practitioner,
thought leader,
and coach,
reveals the
patterns and
antipatterns
that will help
organizations
from every
industry deliver
better value***

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*sooner, safer,
and happier
through high
levels of
engagement,
inclusion, and
empowerment.
Through his
decades of
experience in
the technology
world, Smart
provides*

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business
To Winning
leaders with a
Executive Support
blueprint for
creating a
world-class
organization of
the future.
Through Agile
and Lean ways
of working,
business
leaders can
empower teams

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***to improve
production,
grow together,
and create
better services
for their
customers.***

***These better
ways of working
have overflowed
from the IT
department to
every corner of***

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**successful
organizations,
taking root in
every industry
from aerospace
to accounting,
insurance to
shipping. This
book is not
about software
development. It
is not a book
about the**

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**computer
industry. This
book is about
applying agility
across the
entire
organization.
It's a book that
will put you at
the front of
change and
ahead of the
competition.**

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***#1 New York
Times
Bestseller
Legendary
venture
capitalist John
Doerr reveals
how the goal-
setting system
of Objectives
and Key Results
(OKRs) has
helped tech***

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***giants from
Intel to Google
achieve
explosive
growth—and
how it can help
any
organization
thrive. In the
fall of 1999,
John Doerr met
with the
founders of a***

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***start-up whom
he'd just given***

\$12.5 million,

the biggest

investment of

his career.

Larry Page and

Sergey Brin had

amazing

technology,

entrepreneurial

energy, and sky-

high ambitions,

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Executive Support

***but no real
business plan.
For Google to
change the
world (or even
to survive),
Page and Brin
had to learn
how to make
tough choices
on priorities
while keeping
their team on***

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track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr

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***taught them
about a proven
approach to
operating
excellence:
Objectives and
Key Results. He
had first
discovered
OKRs in the
1970s as an
engineer at
Intel, where the***

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legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with

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***more than fifty
companies.***

***Wherever the
process was
faithfully
practiced, it
worked. In this
goal-setting
system,
objectives
define what we
seek to achieve;
key results are***

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how those top-priority goals will be attained with specific, measurable actions within a set time frame.

Everyone's goals, from entry level to CEO, are transparent to the entire

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organization.

The benefits are

profound. OKRs

surface an

organization's

most important

work. They

focus effort and

foster

coordination.

They keep

employees on

track. They link

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objectives
across silos to
unify and
strengthen the
entire company.
Along the way,
OKRs enhance
workplace
satisfaction and
boost retention.
In Measure
What Matters,
Doerr shares a

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***broad range of
first-person, be
hind-the-scenes
case studies,
with narrators
including Bono
and Bill Gates,
to demonstrate
the focus,
agility, and
explosive
growth that
OKRs have***

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***spurred at so
many great
organizations.***

***This book will
help a new
generation of
leaders capture
the same
magic.***

Corporate

Explorers

Transform

Disruption Into

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Opportunity

With This

Proven

Framework

Innovation used

to be seen as a

game best left

to

entrepreneurs,

but now a new

breed of

corporate

managers is

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***flipping this
logic on its
head. These
Corporate
Explorers have
the insight,
resilience, and
discipline to
overcome the
obstacles and
build new
ventures from
inside even the***

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*largest
organizations.
Corporate
Explorers are
part
entrepreneurs,
using
innovation
disciplines to
jump start
cutting-edge
ideas, and part
change leaders,*

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Executive Support

***capable of
creating
support for
investment.
They see that
corporations
already own the
ideas,
resources, and
—critically—the
talent to build
new ventures.
Companies like***

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**Amazon,
Microsoft,
Bosch,
LexisNexis, and
Analog Devices
enable
managers to
put these assets
to use and gain
an upper hand
over startups
that threaten to
disrupt them.**

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Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer

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**entrenched
companies
better odds
than venture-
capital backed
startups. This
actionable and
proven
framework
explains how
managers can
become
successful**

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*corporate
innovators; it
includes tools
to: Learn how
to apply
innovation
practices with
greater
discipline Turn
great ideas into
a full-time job
as an
innovation*

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leader
Experiment
with and scale
original
business
models
Transform
innovation
programs into a
thriving source
of new business
Attract, retain,
and motivate

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***entrepreneurial
talent Energize
employees by
creating a
realistic way to
innovate These
lessons come
from the
trailblazers of
corporate innov
ation—Andrew
Binns (Change
Logic), Charles***

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**O'Reilly
(Stanford
Graduate
School of
Business), and
Michael
Tushman
(Harvard
Business
School)—who
have decades of
experience
helping entrepr**

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entrepreneurial-
minded
executives
activate
employees to
become
Corporate
Explorers.
Entrepreneurs
take notice—it's
time for
Corporate
Explorers to set

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***the pace and
chart the
course for
disruption.***

***How Strategy
Really Works***

Strategic

Workforce

Planning

How

Exceptional

Companies

Think

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**Maximizing
Commerce and
Marketing
Strategies
through Micro-
Blogging
The Strategy
Paradox
Classic
Concepts and
New
Perspectives
Pricing and**

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***Profitability
Management
Corporate
Explorer***

**“As an in-depth explanation of one organisation’s brand strategy, this guide is both fascinating and full of useful insights.” —
The CA magazine
(UK) Get tactical**

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**insight from the top
business-to-**

**business branding
experts—and gain a**

global presence

This comprehensive

manual lays out the

steps necessary for

creating an iconic

global identity. It

uses the lessons

and inside

knowledge of

Deloitte, the world's

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largest professional services

organization, to help

other business-to-

business operations

deliver a high-

impact, value-added

brand experience.

This book will

illustrate all the

components of an

integrated brand

identity system, and

how they can be

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**crafted and
implemented for
optimal effect. Here,
the speculative is
replaced by the
proven: a seamless
framework for global
brand success,
created and
followed by an
organization
renowned for its
consulting and
advisory services.**

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**Features essential
up-to-date strategies**

for keeping your support

brand fresh and

enduring Addresses

the role of

designers; the

marketing and

communication

function; human

resources and talent

teams; agencies and

vendors; and more

Considers the

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**impact of digital and
social media, two**

massive forces

requiring new

thinking for B2B

brands Incorporates

best practices for

emerging markets

With guidance that

takes you on a clear,

linear path toward

achieving your

brand objectives,

this impressive

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Strategy The Key
To Winning
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book no business
marketing
professional should
be without.

Many senior
executives talk
about information as
one of their most
important assets,
but few behave as if
it is. They report to
the board on the

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**health of their
workforce, their
financials, their
customers, and their
partnerships, but
rarely the health of
their information
assets.**

**Corporations
typically exhibit
greater discipline in
tracking and
accounting for their
office furniture than**

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their data.

Infonomics is the theory, study, and discipline of asserting economic significance to information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of

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Strategy The Key

information assets.

To Winning
This book

specifically shows:

CEOs and business
leaders how to more
fully wield

information as a
corporate asset

CIOs how to
improve the flow
and accessibility of
information CFOs

how to help their
organizations

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To Winning
Executive Support
measure the actual
and latent value in
their information
assets. More
directly, this book is
for the burgeoning
force of chief data
officers (CDOs) and
other information
and analytics
leaders in their
valiant struggle to
help their
organizations

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become more
To Winning
infosavvy. Author
Executive Support
Douglas Laney has
spent years
researching and
developing
Infonomics and
advising
organizations on the
infinite
opportunities to
monetize, manage,
and measure
information. This

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book delivers a set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better develop, sell, and

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market their
To Winning
offerings, but to
Executive Support
transform their
organizations
altogether. "Doug
Laney masterfully
weaves together a
collection of great
examples with a
solid framework to
guide readers on
how to gain
competitive
advantage through

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To Winning
what he labels "the unruly asset" – data.

The framework is

comprehensive, the

advice practical and

the success stories

global and across

industries and

applications." Liz

Rowe, Chief Data

Officer, State of New

Jersey "A must read

for anybody who

wants to survive in a

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data centric world."

To Winning

**Shaun Adams, Head
of Data Science, Bet**

terbathrooms.com

"Phenomenal! An

absolute must read

for data

practitioners,

business leaders

and technology

strategists. Doug's

lucid style has a set

a new standard in

providing intelligible

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material in the field
of information
economics. His
passion and
knowledge on the
subject exudes thru
his literature and
inspires individuals
like me." Ruchi
Rajasekhar,
Principal Data
Architect, MISO
Energy "I highly
recommend

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**Infonomics to all
aspiring analytics
leaders. Doug
Laney's work gives
readers a deeper
understanding of
how and why
information should
be monetized and
managed as an
enterprise asset.
Laney's assertion
that accounting
should recognize**

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information as a
capital asset is quite
convincing and one

I agree with.

Infonomics

enjoyably echoes

that sentiment!"

Matt Green,

independent

business analytics

consultant, Atlanta

area "If you care

about the digital

economy, and you

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should, read this
book." Tanya

Shuckhart, Analyst

Relations Lead, IRI

Worldwide

Organizations

constantly need to
adapt themselves to
stay aligned with an
ever-changing and
increasingly
complex
environment.

Corporate

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Universities puts "smart learning" at the forefront, with strategies to secure alignment between organization and environment, which need both speed of learning and learning in the right direction. Across the globe, corporate universities have emerged as vehicles

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**of such strategy-
driven learning.**

Corporate

Universities bridges

the gap between the

disciplines of

strategic

management and

corporate learning,

combining general

strategy with the

concept of

corporate

universities, which,

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Strategy The Key

to date, has
predominantly been

an HR topic. Support

Readers will find

new concepts, as

well as generic

corporate university

strategies to link

corporate strategy

to organizational

learning. In-depth

cases show how

corporate

universities are

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used to renew,
transform, and
optimize strategy
and include
important lessons
learned by corporate
university
executives, from
both small and
global companies,
as well as
governmental
organizations
across different

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industries. Written for academics in strategy, HRD, and organizational behaviour disciplines, as well as practicing managers alike, Corporate Universities is the first book that offers a consistent set of concepts, frameworks, and

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cases to integrate
general strategy
with organizational
learning.

Revised edition of
the best-selling
memoir that has
been read by over a
million people
worldwide with
translations in 29
languages. After too
many years of
unfulfilling work,

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Bronnie Ware began searching for a job with heart. Despite having no formal qualifications or previous experience in the field, she found herself working in palliative care. During the time she spent tending to those who were dying, Bronnie's life was

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transformed. Later, she wrote an Internet blog post, outlining the most common regrets that the people she had cared for had expressed. The post gained so much momentum that it was viewed by more than three million readers worldwide in its first year. At

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**the request of many,
Bronnie**

**subsequently wrote
a book, The Top**

**Five Regrets of the
Dying, to share her**

**story. Bronnie has
had a colourful and**

diverse life. By

**applying the lessons
of those nearing**

**their death to her
own life, she**

developed an

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**understanding that
it is possible for
everyone, if we
make the right
choices, to die with
peace of mind. In
this revised edition
of the best-selling
memoir that has
been read by over a
million people
worldwide, with
translations in 29
languages, Bronnie**

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**expresses how
significant these**

regrets are and how

we can positively

address these

issues while we still

have the time. The

Top Five Regrets of

the Dying gives

hope for a better

world. It is a

courageous, life-

changing book that

will leave you

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**feeling more
compassionate and
inspired to live the
life you are truly
here to live.**

Provoke

**Why committing to
success leads to
failure (and what to
do about it)**

**A Handbook for
Visionaries, Game
Changers, and
Challengers**

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**Spatial Computing
Innovation Networks
The Strategy and**

Tactics of Pricing

How Companies Win

the Mergers and

Acquisitions Game

The Boston

Consulting Group

on Strategy

Thorough yet

concise,

ESSENTIALS OF

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STRATEGIC
MANAGEMENT,
Third Edition, is a
brief version of the
authors' market-
leading text

STRATEGIC
MANAGEMENT:
AN INTEGRATED
APPROACH.

Following the
same framework

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as the larger book,

ESSENTIALS

helps students

identify and focus

on core concepts

in the field in a

more succinct,

streamlined

format. Based on

real-world

practices and

current thinking,

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the text's
presentation of
strategic
management
features an
increased
emphasis on the
business model
concept as a way
of framing the
issues of
competitive

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advantage. Cutting-

edge research,

new strategic

management

theory, and a

hands-on

approach allow

students to explore

major topics in

management,

including corporate

performance,

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governance,
strategic
leadership,
technology, and
business ethics. In
addition, a high-
quality case
program examines
small, medium,
and large
companies--both
domestic and

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international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios.

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Written by the Chief Examiner and Associate Examiner for employee relations for the CIPD, the new edition of this best-selling text

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has been written
specifically to cater
for the CIPD's

Employee

Relations elective.

Offering a highly
practical and
accessible

overview of the
impact of the
economic,
corporate and

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legal environment
on employee
relations, it is also
suitable for
students taking an
employee/industria
l relations module
on an HR or
business degree
programme at
undergraduate or
postgraduate level.

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TARGETED AT -

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Students studying
CIPD Professional
Qualifications and
undergraduate and
post graduate
students on
employee relations
modules on
business and HRM
courses

Ron Dimon's

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thought-leading
second edition of
the book originally
entitled Enterprise
Performance
Management
Done Right,
published in 2012,
is a practical
roadmap for using
Connected
Planning to

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develop an agile organization and to navigate the complex

Enterprise

Performance

Management

landscape.

According to

esteemed author,

researcher, and

Management

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professor Dr.

Christopher Neck,

"In the same way

that one needs to

be self-leading to

finish a grueling

marathon, an

organization must

be self-leading in

order to execute

on its plans in an

efficient and

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effective manner.

What drives self-leadership at all

levels in an

organization? The

people within the

organization of

course—and those

people must be

involved in the

planning occurring

in an organization.

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Without a plan, an organization has no direction.”

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Since 2012, much has changed in the world of connecting strategy with improved performance: new, cloud-based, in-memory

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technologies have

been adopted by
the largest

organizations in

the world. This

book is for CFOs,

CIOs, their direct

reports, and any

organizational

visionary or

aspiring leader

who wants to

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“bring it all
together” and
create an

actionable vision

and plan for

improving

readiness,

resilience, and

performance.

The

Transformation

MythLeading Your

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Organization
through Uncertain
Times MIT Press

Sooner Safer

Happier

Opportunity,
Resilience, and

Growth in the
Accelerated Future
of Work

Winners Take All

The Synergy

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Managing Digital
Executive Support
Transformation
Drivers of the
Learning
Organization
The Discipline of
Building
Breakthroughs
The Elite Charade
of Changing the
World

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Explains how
companies must
pinpoint
business
strategies to a
few critically
important
choices,
identifying
common blunders
while outlining
simple exercises
and questions
that can guide

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day-to-day and long-term decisions. Power your business culture with strong workplace relationships—and watch productivity and profitability soar For years, companies have been

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implementing
programs that
promote social
responsibility
and improve
employee health,
both of which
benefit the
financial bottom
line. Now it's
time to focus on
positive social
interactions and
relationships in

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Employee Support
the workplace.
Why? Research
shows that authentic, trust-
based
relationships
increase job
satisfaction,
engagement,
productivity,
and
retention—and
even decreased
healthcare

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costs. In Work
Better Together,
two experts from
Deloitte explain
how working
remotely, over-
relying on
digital
communication,
and always being
“on” is fast-
increasing
feelings of
isolation and

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burnout—and how
a work culture
driven by
quality

relationships
can reverse
these trends.

The authors show
how to cultivate
positive
relationships
by: Focusing on
self-care, such
as physical

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health, quality
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sleep, and
Executive Support
taking time off
Tapping into
human skills,
such as empathy,
authenticity,
and
communication
Using technology
with
intentionality
to strengthen
relationships,

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technology
fosters Managing
workplace
relationships,
whether you're
in the office
every day or
telecommuting—or
something in
between
Developing a

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culture of
To Winning
relationships Support
that drive
quality
collaboration
throughout the
organization
Work Better
Together walks
you through the
process of
implementing
change and

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fueling a much-
needed corporate
movement towards
humanity in the
workplace. Based
on the authors'
40+ combined
years of
experience, it
helps you meet
today's
employees' most
urgent needs,
while

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benefitting your
organization in
real and
measurable ways.

Strategic
Workforce
Planning is a
practical guide
to effectively
assessing,
managing and
preparing for
current and
future workforce

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requirements. It demystifies the often complex and seemingly technical world of strategic workforce planning to explain what it is, why it's necessary and most importantly, how to do it. Packed

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full of advice
To Winning
and real-world
Executive Support
examples,
Strategic
Workforce
Planning is a
playbook for
workforce
planning from
beginning to
end. It enables
HR professionals
to answer core
business

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questions
To Winning
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including how do
I analyze future
hiring demand?
How do I assess
what skills will
be required in
the future? How
should I
prioritize
investments like
training and
development? How
do I assess the

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supply of talent

around the

world? How do I

identify the

business drivers

that impact

workforce

demand? It also

covers the

impact of

artificial

intelligence

(AI), automation

and machine

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learning on the
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and how to deal
with these
implications.

Whether you're a
start-up, small
business or a
large corporate,
this book will
show you how to
align people
strategy with
company strategy

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to ensure your
organization
maintains its
competitive
advantage.

The practical
guide to using
pricing and
profitability
management to
build a better
business A
comprehensive
reference for

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any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management

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explains how to
determine the
right approach,
tools, and
techniques for
each of six key
categories
(pricing
strategy, price
execution,
advanced
analytics and
optimization,
organizational

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technology and
data management,
and tax and
regulatory
effectiveness).
Exploring each
category in
detail, the book
addresses how an
integrated
approach to

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pricing
To Winning
improvement can
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give a
sustainable,
competitive
advantage to any
organization.
The ultimate
"how to" manual
for any
executive or
manager
interested in
price

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management, the
book presents a
holistic,
comprehensive
framework that
shows how
integrating
these pricing
categories into
a cohesive
program leads to
impressive gains
that cannot be
achieved through

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a single-pronged
approach.

Presents a Support
comprehensive
framework for
more effectively
managing pricing
and
profitability
Identifies the
six key
categories of
pricing and
profitability

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management Shows
you how to gain

a competitive

edge by managing

pricing and

profitability

Taking a

comprehensive

view of pricing,

companies can

position

themselves to

tap a vast

source of

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shareholder
value—the
ability to set
and enforce
profitable
prices, not just
once, but again
and again in
response to
marketplace
changes and
evolving
business
needs—and this

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book will show
you how.

Creativity and Support
Innovation in
Business
Leading Your
Organization
through
Uncertain Times
How to Survive
and Thrive in
the Age of
Digital
Disruption with

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the Flow
To Winning
Framework
Corporate Support
Universities
The Technology
Fallacy
A Practical
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Using Strategic
Learning to
Create and
Sustain

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The Internet is
quickly
becoming a
commonly used
tool for business-
customer
interaction.
Social media
platforms that
were once

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typically

reserved for

personal use are

now becoming a

vital part of a

business's

strategy.

Maximizing

Commerce and

Marketing

Strategies

through Micro-

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Blogging
examines the
various methods
and benefits of
using micro-
blogs within a
business
context,
bringing
together the
best tools and
tactics

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