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Exploring the how and why we use the Internet to shop, sell and search, a Wharton professor and consumer shopping behavior expert helps entrepreneurs, business and economics students and professional investors understand Internet trends and innovations. 7,500 first printing. A framework for

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*achieving superior rates
of organic growth
Achieving superior
growth through
innovation is a top
strategic priority for
all companies. Yet most
management teams
struggle to reach their
firm's ambitious growth
targets and suffer slow
growth. What
distinguishes these
growth laggards from
growth leaders like IBM,
Nike, LEGO, American
Express, Amazon, and
Samsung that realize
their full potential for*

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growth? Wharton professor George S. Day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate. In this essential guide, Day reveals how to build this prowess by combining discipline in growth-seeking activities with an organizational ability to innovate. Day shows managers how to set a growth strategy that is realistic while still stretching the

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organization; search for the best growth opportunities along the full spectrum of 14 growth pathways; aim their growth-seeking activities toward the creation of new customer value; learn to profit from the uncertainty of innovation by successfully assessing and containing risk; build the organizational muscle to implement an ambitious growth strategy; and move faster from ideas to impact. With the

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strategies, processes, and methods discussed in Innovation Prowess, leaders can build a tested and comprehensive strategy for driving organic growth year after year. The Wharton Executive Essentials Series The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is

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authored by globally renowned faculty and offers a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

A powerful call to action, Customer Centricity upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime

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*value NOT ALL CUSTOMERS
ARE CREATED EQUAL*

*Despite what the tired
old adage says, the
customer is not always
right. Not all customers
deserve your best
efforts: In the world of
customer centricity,
there are good
customers...and then
there is pretty much
everybody else. In
Customer Centricity,
Wharton professor Peter
Fader, coauthor of the
follow-up book The
Customer Centricity
Playbook, helps*

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businesses radically rethink how they relate to customers. He provides insights to help you understand: Why customer centricity is the new model for success and product centricity must be ushered out How the ideas of brand equity and customer equity help us understand what kinds of compa-nies naturally lend themselves to the customer-centric model and which ones don't Why the traditional models for determining the

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value of individual customers are flawed How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies How the well-intended idea of customer relationship management (CRM) lost its way-and how your company can properly put CRM to use Customer Centricity will help you realign your performance metrics, product development, customer relationship management

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and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term. ALSO

AVAILABLE: Once Fader convinces you of the value of customer centrlicity in this book, The Customer Centrlicity Playbook, with Sarah Toms, will show you where to get started.

"Reveals how to increase profits from your best customers, find more like them, and avoid

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over-investing in the rest....Decidedly accessible and absolutely necessary."

-Jim Sterne, Founding President and Chairman, Digital Analytics Association "Perfect read...It's short (60-90 minutes), clear, and the best summary I've read of why companies should rethink their approach to customers." -Andrew McFarland, SVP, Chief Customer Officer, Black Box "Knowing what your customers are worth is the secret to focusing

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your time and money where it makes the most difference. You can't be all things to all people, so you need to learn to find out who really matters to your success. Fader makes it clear with great ideas and a readable style."

-Andy Sernovitz, author, Word of Mouth Marketing

THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought

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leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's

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opportunities.

Wharton professor
Barbara Kahn brings
brand management into
the 21st century. *Global
Brand Power* is filled
with stories about how
Coca-Cola, The Estée
Lauder Companies Inc.,
Marriott, Apple,
Starbucks, Campbell Soup
Company, Southwest
Airlines, and
celebrities like Lady
Gaga are leveraging
their brands.

*Financial Literacy for
Managers*

The Power of Knowing

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What You Don't Know

*Focus on the Right
Customers for Strategic
Advantage*

*Operations Strategy
Customer Centricity
Pressure Test, Plan,
Launch and Scale Your
Social Enterprise*

***Rising to Power is a time tested,
wisdom-packed guide for
executives desiring to be
exceptional leaders as they
navigate their ascent to the
highest levels of their
organization. Nearly two-thirds of
all leaders entering executive
roles lack sufficient***

understanding of what is required and are unprepared for what they will face, which explains why 50 percent of them fail within the first eighteen months. For decades we have known that failure rates among transitioning executives are too high, causing exorbitant costs, damaged organizations, and stalled careers. Still, little has changed in the way organizations prepare leaders to assume executive positions. Three-fourths of new executives say their organization did not adequately prepare them for the executive office. It doesn't have to be this way. If you are an executive—or you're aspiring to

*be one—and considering how you will navigate the ascent in your organization, **Rising to Power** will serve you like no other resource can. Odds are high you have watched a promising executive fail on their way up. Like many, you scratched your head, wondering, “Why didn’t they see that coming?” Now you’re hoping not to be the next one that falls. **Rising to Power** will guide you on a predictable journey of ascent, through the transitional moments and issues most common in executive failure. It will bolster your confidence, open your eyes, deepen your insight, and if you let*

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it, reveal your own proclivities for failure that you may not even recognize. Based on a ten-year longitudinal study, Rising to Power offers a profoundly new way of looking at an executive's rise in an organization, and offers an approach to significantly increase your odds of success. In Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability, Wharton professors and renowned pricing experts Jagmohan Raju and Z. John Zhang draw on examples from high tech to low tech, from consumer markets to business

markets, and from U.S. to abroad, to tell the stories of how innovative pricing strategies can help companies create and capture value as well as customers. They teach the pricing principles behind those innovative ideas and practices. Smart Pricing introduces many innovative approaches to pricing, as well as the research and insights that went into their creation. Filled with illustrative examples from the business world, readers will learn about restaurants where customers set the price, how Google and other high-tech firms have used pricing to remake whole industries, how

executives in China successfully start and fight price wars to conquer new markets. Smart Pricing goes well beyond familiar approaches like cost-plus, buyer-based pricing, or competition-based pricing, and puts a wide variety of pricing mechanisms at your disposal. This book helps you understand them, choose them, and use them to win. Make customer value a C-Suite priority for lasting profits and growth While the Great Recession ravaged the balance sheets of long-standing leaders in their respective industries, many companies have actually gained market share, grown revenues

and profits, and created more value for customers. These are not flash-in-the-pan companies—world-beaters one year and stragglers the next. They are companies like Johnson & Johnson, Procter & Gamble, Fidelity, Cisco, Philips, Walmart, and Amazon. The success of these organizations isn't the result of a brilliant strategy for bad times; it's the outcome of a highly effective long-term strategy that manages the company from the outside in. In Strategy from the Outside In, George S. Day and Christine Moorman explain that the key to such lasting and highly profitable success is the

ability to compete on and profit from customer value. It means operating from the outside in. It means always building strategy on market insight, and ensuring that every part of the company puts customer value first.

Applying years of research, Day and Moorman illustrate that an outside-in view requires constant vigilance and focus on four customer value imperatives: Be a customer value leader Innovate new value for customers

Capitalize on the customer as an asset Capitalize on the brand as an asset Day and Moorman take you from theory to practice, with an emphasis on real world

stories, practical models, and useable metrics so that you can profit from customer value. From the outside in.

Just as WASPs, Irish-Catholics and Our Crowd Jews once made the ascent from immigrants to powerbrokers, it is now the Indian-American's turn. Citigroup, PepsiCo and Mastercard are just a handful of the Fortune 500 companies led by a group known as the "Twice Blessed." Yet little is known about how these Indian emigres (and children of emigres) rose through the ranks. Until now... The collapse of the Galleon Group--a hedge fund that managed more than \$7 billion in

assets--from criminal charges of insider trading was a sensational case that pitted prosecutor Preet Bharara, himself the son of Indian immigrants, against the best and brightest of the South Asian business community. At the center of the case was self-described King of Kings, Galleon's founder Raj Rajaratnam, a Sri-Lankan-born, Wharton-educated billionaire. But the most shocking allegation was that the éminence grise of Indian business, Rajat Gupta, was Rajaratnam's accomplice and mole. If not for Gupta's nose-to-the-grindstone rise to head up McKinsey & Co and a position on

the Goldman Sachs board, men like Rajaratnam would have never made it to the top of America's moneyed elite. Author Anita Raghavan criss-crosses the globe from Wall Street boardrooms to Delhi's Indian Institute of Technology as she uncovers the secrets of this subculture--an incredible tale of triumph, temptation and tragedy.

How Successful Retailers Win Customers in an Era of Endless Disruption

The Power of Little Ideas

Rising to Power

The Future of Branding

A Low-Risk, High-Reward Approach to Innovation

Boards That Lead Valuation

Financial literacy for leaders A solid understanding of finance and accounting is critical in every aspect of business. In order to gauge business performance, make investment decisions or devise effective strategies, managers must be able to access and use the information contained in financial statements and work with the concepts that underlie them. Financial literacy is an absolute requirement for the successful manager. In direct and simple terms, Richard A. Lambert, Miller-Sherrerd Professor of Accounting at the Wharton School of the University of Pennsylvania,

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demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long-term profit. In Wharton Executive Education Finance & Accounting Essentials, you will learn to use and interpret financial data, including income statements and balance sheets; strengthen your knowledge of financial reporting concepts; discover how to identify and estimate the relevant costs for decisions; learn how to evaluate investment strategies; apply your financial know-how to develop a coherent business strategy; and find out what you can learn from Pepsi, Krispy Kreme, General Motors, and other

Download File PDF Global Brand Power Wharton Executive Essentials companies.

The retail industry was in the midst of unparalleled disruption. Then came COVID-19. In an updated and expanded edition of *The Shopping Revolution*, Wharton professor Barbara Kahn examines the companies that have been most successful during a tsunami of change in the industry. She offers fresh insights into what we can learn from them.

Offers a new way of looking at the perplexing circumstances surrounding business today.

Knowledge@Wharton on Building Corporate Value examines the financial and strategic approaches for bringing companies back from the bleeding edge. Through a

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combination of research, Wharton Executive Education programs and events, and company cases and interviews with industry leaders, this book delivers epiphanies for managers who have lost their way in the e-craze. The authors provide a framework for applying more robust and rigorous approaches to financing, outsourcing, R&D, company infrastructure, and customer relationship management. Sport brands are a central element of modern sport business and a ubiquitous component of contemporary global culture. This groundbreaking book offers a complete analysis of the topic of sport brands from both a marketing management approach (strategy

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and implementation) and a psychosociological approach (consumption and wider society). In doing so it explores both supply and demand sides, offering a complete introduction to the nature, purpose and value of sport brands not found in any other sports marketing text. The book covers the whole heterogeneity of sport brands, going much further than the sport team and league brands covered in most other books. As well as teams and leagues, the book considers the brands of sports celebrities, events, media, computer games and governing bodies, as well as the ethical, professional and technological 'label brands' associated with sport. Richly

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illustrated with cases, examples and data, the book explores the tangible and intangible influence of sport brands, their economic and social value, and the subcultures and communities that grow up around them. It also introduces common strategies for growing brands, and growing through brands, and examines the challenges and threats that sport brands face, from boycotts and ambush marketing to counterfeiting. An understanding of sport brands is essential for a fully rounded understanding of contemporary sport marketing. As a result, this book is important reading for any student or practitioner working in sport marketing, sport business, or

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mainstream marketing
management.

Measuring and Managing the Value
of Companies

The Talent Masters

Why Helping Others Drives Our
Success

The Social Entrepreneur's

Playbook, Expanded Edition

Enhance Your Leadership, Build

Stronger Teams, Make Better

Decisions, and Inspire Greater

Innovation with Neuroscience

Think Again

Smart Pricing

The INSEAD-Wharton Alliance combines
the insights of two leading global business

schools to examine the forces that are
driving firms to globalize, the

consequences - positive and negative - that
accompany increasing globalization, and

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their managerial and political implications. Written by experts in diverse management disciplines - including leadership, finance, marketing, and operations management - the book is an important contribution to contemporary business strategy. In contrast to strident and often heavily rhetorical debates, this volume focuses on the managerial strategies involved in globalizing businesses, including leadership, market entry and managing risks. The non-partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing, to policy makers interested in whether and how to either slow or to accelerate the process, and to those in non-governmental organizations concerned with understanding global business challenges.

Operation Strategy Second Edition Nigel Slack and Michael Lewis Ideal for Advanced Undergraduate and Postgraduate

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students, this book builds on concepts from Strategic Management, Operations Management, Marketing and HRM to give students a comprehensive understanding of Operations Strategy. Features

- Comprehensive and accessible with authoritative authorship and an excellent blend of theory and practice
- A European context
- Engaging case studies
- Teaching resources including an Instructor's Manual with extensive case notes and PowerPoint slides at www.pearsoned.co.uk/slack.

What's New? This new edition has been focused to concentrate on the most significant topics in the subject, with 10 chapters replacing the previous 15. New material has been added and coverage of some older topics has been revised (see new table of contents). End-of-chapter case exercises have been replaced by a major end-of-book section of 'Harvard-type' cases. New to the Instructor's

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resources online: additional cases and a set of questions and answers for class use / exam use. New coverage of hot topics, such as the implications of ERP and Six Sigma on ops strategy, agility and it's inter-relationship with lean, supply management issues, operations strategy for competitive advantage and SCM, and implementation.

Available for the First Time: The Complete Social Entrepreneur's Playbook Covers all three phases of the start-up to scale-up process, developed with reader feedback from "one of the more unusual ebook...experiments of the year"

(ThinReads) Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically

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encountered by social entrepreneurs. MacMillan and Thompson used their own systematic framework to publish *The Social Entrepreneur's Playbook*. To test the market, they offered the first phase in their start-up method (step 1) as a free ebook. Readers were invited to join *The Social Entrepreneur's Advisory Group*, and nearly 300 aspiring and active social entrepreneurs shared feedback that helped shape the complete edition of the book, which covers all three steps in the start-up to scale-up process. Based on this crowd-sourced feedback from readers of the free ebook and drawing on the authors' more than 26 years' combined experience developing and studying social enterprises in the field across Africa and in the United States, this new edition provides guidance for each phase: **Phase One: Pressure Test Your Start-Up Idea**. Based on the free ebook, this expanded section now includes

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advice on setting revenue and social impact goals, how to navigate the sociopolitical landscape, and how to develop a strong concept statement. In addition, MacMillan and Thompson provide advice on how to identify and test a proposed revenue-generating solution and define and segment your target population. Phase Two: Plan Your Social Enterprise. All new to this edition, this critical phase shows you how to frame and scope the venture, determine what it will take to actually deliver a sustainable enterprise, identify the key assumptions that have been made, and design checkpoints to test those assumptions before making major investments. Phase Three: Launch and Scale Your Social Enterprise. Available for the first time in this edition, you will learn how to effectively launch your enterprise, manage upside potential and downside risk, and strategically scale up. Filled with

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accessible frameworks and tools, as well as inspiring stories of social entrepreneurs, *The Social Entrepreneur's Playbook* is a must-read for any aspiring or active social entrepreneur, as well as philanthropists, foundations, and nonprofits interested in doing more good with fewer resources. Includes access to downloadable planning documents, including user-friendly spreadsheets

Global Brand Power Leveraging Branding for Long-Term Growth Wharton School Press

A Guide to Productivity and Happiness in the Age of Remote Work

The Rise of The Indian-American Elite and The Fall of The Galleon Hedge Fund

The Leader's Brain

The Schmuck in My Office

How You Can Negotiate to Succeed in Work and Life

The INSEAD-Wharton Alliance on

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Globalizing

How Retailers Succeed in an Era of
Endless Disruption Accelerated by
COVID-19

New ideas change the world.
From social movements to
scientific discovery the power of
an idea is to reshape the world,
who we are, and how we live.
Changes in the increasingly
dynamic competitive
environment require a focus on
what should be done, not just
what is currently done. The
inspiration for this book is to
provide an outlet for cogent
ideas that will help managers
build and maintain brands in the
future marketplace. Written by

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the leading minds management from around the globe who are redefining best practices in managing brands, It examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience. The all-star team includes: Martin Roll, Kevin Lane Keller, Don E. Schultz, Bernd Schmitt, Jean-Noel Kapferer, , V. Kumar, Bharath Rajan, Lluís Martínez-Ribes, Shi Zhang, Jean Yannis Suvatjis, Leslie de Chernatony, Vanessa M. Patrick

and Henrik Hagtvedt, Gregory M Thomas, Jeffrey Parkhurst Srinivas Reddy, Anupam Jaju, Werner Reinartz, Jeffery Andrien, Paul Benoit, Philip C Zerrillo, Cem Bahadir, and Rajendra K Srivastava.

A look at how relationships can drive successful negotiation, from an award-winning faculty member at the Wharton School of Business. Contrary to conventional wisdom about what makes a good negotiator - namely, being aggressive and unemotional - in *Bring Yourself*, Taheripour offers a radically different perspective. In her own life, and in her more than 15

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years of experience teaching negotiation, she's found that the best negotiators are empathetic, curious, and present. The essence of bargaining isn't the transaction, but the conversation and human connection. It is when we bring our whole, authentic selves to the table that we can advocate for ourselves fearlessly and find creative solutions that benefit everyone. Taheripour has seen the power of this mindset shift firsthand. In her consulting, her classes at Wharton, and in her work teaching negotiation for the Goldman Sachs 10,000 Small Businesses program, her

students and clients experience personal breakthroughs as they face the fears and false narratives that held them back. Bring Yourself explains how our pressure points, personal experience, and even our cultural expectations can become roadblocks to finding common ground, and it offers essential strategies to move beyond them and open our minds. Taheripour argues that regardless of our own perceived ability to negotiate, we must have the courage to engage because bargaining plays a crucial role in every aspect of our lives. We negotiate boundaries

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with our parents and partners, bedtimes with our kids, and even with ourselves every time we make a pros and cons list to weigh a major decision.

Negotiation is how we problem solve and how we find our voice.

With eye-opening and empowering stories throughout, *Bring Yourself* helps readers gain the confidence they need to achieve their goals in work and in life. Timely and provocative, this paradigm-shifting book can transform our world and the way we work together.

In direct and simple terms, Wharton professor Richard A. Lambert demystifies financial

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statements and concepts and shows you how you can apply this information to make better business decisions for long-term profit. You will learn to use and interpret financial data and find out what we can learn from Pepsi, Krispy Kreme, General Motors, and more.

Leadership is a set of abilities with which a lucky few are born. They're the natural relationship builders, master negotiators and persuaders, and agile and strategic thinkers. The good news for the rest of us is that those abilities can be developed. In *The Leader's Brain*, Wharton Neuroscience Initiative director

Michael Platt explains how.

Building Reputations and
Relationships with External
Stakeholders

The Journey of Exceptional
Executives

Consequences for Global
Marketing and Advertising
Knowledge@Wharton

Negotiation Strategies for
Reasonable People

Consumer Behavior and Culture

How to Do Your Case Study

NEW YORK TIMES BESTSELLER •

Learn the negotiation model used by
Google to train employees worldwide,
U.S. Special Ops to promote stability
globally ("this stuff saves lives"), and
families to forge better relationships.

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A 20% discount on an item already on sale. A four-year-old willingly brushes his/her teeth and goes to bed. A vacationing couple gets on a flight that has left the gate. \$5 million more for a small business; a billion dollars at a big one. Based on thirty years of research among forty thousand people in sixty countries, Wharton Business School Professor and Pulitzer Prize winner Stuart Diamond shows in this unique and revolutionary book how emotional intelligence, perceptions, cultural diversity and collaboration produce four times as much value as old-school, conflictive, power, leverage and logic. As negotiations underlie every human encounter, this immediately-usable advice works in virtually any situation: kids, jobs,

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travel, shopping, business, politics, relationships, cultures, partners, competitors. The tools are invisible until you first see them. Then they're always there to solve your problems and meet your goals.

Wharton professor George S. Day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate. In this essential guide, Day reveals how to build this prowess by combining discipline in growth-seeking activities with an organizational ability to innovate.

Amazon disrupts everything it touches and upends any market it enters. In the era of its game-changing dominance, how can any company compete? We are just witnessing the

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start of the radical changes in retail that will revolutionize shopping in every way. As Amazon and other disruptors continue to offer ever-greater value, customers' expectations will continue to ratchet up, making winning (and keeping) those customers all the more challenging. For some retailers, the changes will push customers permanently out of their reach--and their companies out of business. In *The Shopping Revolution*, Barbara E. Kahn, a foremost retail expert and professor at The Wharton School, examines the companies that have been most successful during this wave of change, and offers fresh insights into what we can learn from their ascendance. How did Amazon become the retailer of

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choice for a large portion of the US population, and how can other companies work with them or compete with them? How did Walmart beat out other grocers in the late 1990s to become the leader in food retailing, and how must they pivot to hold their leadership position today? How did Warby Parker make a dent in the once-untouchable Luxottica's lucrative eyewear business, and what can that tell start-ups about how to unseat a Goliath? How did Sephora draw customers away from once-dominant department stores to become the go-to retailers for beauty products, and what can retailers learn from their success? How are luxury and fast-fashion retailers competing in the ever-changing, fickle world of fashion?

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Building on these insights, Kahn offers a framework that any company can use to create a competitive strategy to survive and thrive in today's--and tomorrow's--retail environment. *The Shopping Revolution* is a must-read for those in the retailing business who want to develop an effective strategy, entrepreneurs looking at starting their own business, and anyone interested in understanding the changing landscape in which they are shopping. Barbara E. Kahn is Patty and Jay H. Baker Professor of Marketing at The Wharton School at the University of Pennsylvania. She served two terms as the Director of the Jay H. Baker Retailing Center. Prior to rejoining Wharton in 2011, Barbara served as

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the Dean and Schein Professor of Marketing at the School of Business Administration, University of Miami (from 2007 to 2011). Before becoming Dean at UM, she spent 17 years at Wharton as Silberberg Professor of Marketing. She was also Vice Dean of the Wharton Undergraduate program. She is the author of *Global Brand Power: Leveraging Branding for Long-Term Growth* and co-author of *The Grocery Revolution: The New Focus on the Consumer*, which documented the changes in the grocery business in the mid-1990s when Walmart became a force in the industry.

This accessible text introduces students and researchers to the basics of case study research, using a wide

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range of real-life examples. It deals with the core issues and methods that anyone new to case study will need to understand: What is a case study? When and why should case study methods be used? How are case studies designed? What methods can be used? How do we analyze our data and write up our case?

Leveraging the Success of the World's Best Brands

Power Branding

The Shopping Revolution, Updated and Expanded Edition

Bring Yourself

Getting More

The Surprising Influence of the Real World on how We Search, Shop, and Sell in the Virtual One

How Google, Priceline, and Leading

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Businesses Use Pricing Innovation for Profitability (paperback)

"This is a timely must-read for managers and anyone who has ever had to deal with a difficult coworker; it addresses a ubiquitous problem in a proactive, positive manner that should get the desired results." - Publishers Weekly

Everyone has a "schmuck" in their office---a difficult, disruptive person who upsets the workplace, confuses coworkers, and causes concern. It's hard to understand why schmucks act the way they do, but one thing is certain---they seem to come in all shapes and sizes. . . . - Narcissus---the

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condescending attention-seeker
who carelessly steps on
everyone's toes - The
Flytrap---the bringer of chaos
whose emotional instability
causes an office maelstrom -
The Bean Counter---the orderly
perfectionist who never gives up
control, even when it's full-
steam-ahead to disaster - The
Robot---the unreadable stone
wall who just can't connect
Sound like anyone you know?
These are just a few of the more
prominent types of difficult
people at work. In *The Schmuck
in My Office*, Dr. Jody Foster
explains the entire spectrum of
people we may think of as

schmucks, how they can decrease productivity, destroy teams, and generally make everyone else unhappy. Along with nailing down the various types, she looks at personality traits and explains how dysfunctional interactions among coworkers can lead to workplace fiascos. She helps readers understand schmucks as people, figure out how to work with them, and ultimately solve workplace problems. She also makes readers consider the most difficult thing of all: despite where your finger may be pointing, sometimes you are the “schmuck”! Let Dr. Foster

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teach you how to make your workplace a happier and more productive one.

The branding bible for today's globalized world Today, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually

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won't be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution to your company's bottom line. In *Global Brand Power*, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the

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right strategic segment. This essential guide also covers how customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency—where one slip-up can go around the world via social media instantaneously. Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines,

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and celebrities like Lady Gaga are leveraging their brands, Global Brand Power is the only book you will need to implement an effective brand strategy for your firm.

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 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 framework

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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 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 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 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 relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs.

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Suppose you could activate the potential benefits of diversity on your 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 chemistry! Is your firm's board creating value—or destroying it? Change is coming. Leadership at the top is being redefined as boards take a more active role in decisions that once belonged solely to the CEO. But for all the advantages of increased board

engagement, it can create debilitating questions of authority and dangerous meddling in day-to-day operations. Directors need a new road map—for when to lead, when to partner, and when to stay out of the way.

Boardroom veterans Ram Charan, Dennis Carey, and Michael Useem advocate this new governance model—a sharp departure from what has been demanded by governance activists, raters, and regulators—and reveal the emerging practices that are defining shared leadership of directors and executives. Based

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on personal interviews and the authors' broad and deep experience working with executives and directors from dozens of the world's largest firms, including Apple, Boeing, Ford, Infosys, and Lenovo, *Boards That Lead* tells the inside story behind the successes and pitfalls of this new leadership model and explains how to:

- Define the central idea of the company
- Ensure that the right CEO is in place and potential successors are identified
- Recruit directors who add value
- Root out board dysfunction
- Select a board leader who deftly bridges the divide between

management and the board •
Set a high bar on ethics and risk
With a total of eighteen
checklists that will transform
board directors from monitors to
leaders, Charan, Carey, and
Useem provide a smart and
practical guide for
businesspeople
everywhere—whether they
occupy the boardroom or the C-
suite.

Business Chemistry

Give and Take

Wharton Executive Education

Finance & Accounting Essentials

How to Deal Effectively with

Difficult People at Work

Bargaining for Advantage

On Building Corporate Value
Strategies for Building
Successful Global Businesses
**#1 New York Times
Bestseller** “**THIS. This is
the right book for right
now. Yes, learning requires
focus. But, unlearning and
relearning requires much
more—it requires choosing
courage over comfort. In
Think Again, Adam Grant
weaves together research
and storytelling to help us
build the intellectual and
emotional muscle we need
to stay curious enough
about the world to actually
change it. I’ve never felt so
hopeful about what I don’t**

know.” —Brené Brown, Ph.D., #1 New York Times bestselling author of Dare to Lead The bestselling author of Give and Take and Originals examines the critical art of rethinking: learning to question your opinions and open other people's minds, which can position you for excellence at work and wisdom in life Intelligence is usually seen as the ability to think and learn, but in a rapidly changing world, there's another set of cognitive skills that might matter more: the ability to rethink and unlearn. In our daily

lives, too many of us favor the comfort of conviction over the discomfort of doubt. We listen to opinions that make us feel good, instead of ideas that make us think hard. We see disagreement as a threat to our egos, rather than an opportunity to learn. We surround ourselves with people who agree with our conclusions, when we should be gravitating toward those who challenge our thought process. The result is that our beliefs get brittle long before our bones. We think too much like preachers defending

our sacred beliefs, prosecutors proving the other side wrong, and politicians campaigning for approval--and too little like scientists searching for truth. Intelligence is no cure, and it can even be a curse: being good at thinking can make us worse at rethinking. The brighter we are, the blinder to our own limitations we can become. Organizational psychologist Adam Grant is an expert on opening other people's minds--and our own. As Wharton's top-rated professor and the bestselling author of

Originals and Give and Take, he makes it one of his guiding principles to argue like he's right but listen like he's wrong. With bold ideas and rigorous evidence, he investigates how we can embrace the joy of being wrong, bring nuance to charged conversations, and build schools, workplaces, and communities of lifelong learners. You'll learn how an international debate champion wins arguments, a Black musician persuades white supremacists to abandon hate, a vaccine whisperer convinces

concerned parents to immunize their children, and Adam has coaxed Yankees fans to root for the Red Sox. Think Again reveals that we don't have to believe everything we think or internalize everything we feel. It's an invitation to let go of views that are no longer serving us well and prize mental flexibility over foolish consistency. If knowledge is power, knowing what we don't know is wisdom. The Talent Masters itself stems from a unique marriage of talents. Bill Conaty, in the course of a

40-year career at General Electric, worked closely with CEOs Jack Welch and Jeff Immelt to build the company's internationally renowned talent machine. Ram Charan is the legendary advisor to companies around the world. Here they combine their unparalleled experience and insight to create a blueprint for talent development, and to show how critical it is to the continuing and future success of every business. The essential skill that lasts. Why talent management guarantees

future results in a way that short-term financial success and market share cannot. Secrets of the masters. How world-class companies achieve their stellar performance decade after decade by finding and nurturing leadership talent. The importance of knowledge. Why knowing and understanding your talent and reviewing it systematically is the foundation for creating a steady, self-renewing stream of leaders for all levels of your organization - from first-line supervisors to the CEO. The Talent

Masters tool kit. Specific guidelines that will help you assess and improve your company's talent mastery capabilities.

This revised second edition presents 15 years of data on Virtual Distance metrics and their predictive impact on organizational success factors—shedding new light on how to correct for communication challenges that often show up as a foggy set of digital disconnects where the vitality of the virtual workforce often gets lost in transmission. This still-evolving Digital Age

conundrum continues to present new complications. The rise of remote work which rests on an increasing reliance on electronic communication and the overall growth of virtual interactions has led to the escalation of a phenomenon called Virtual Distance. Virtual Distance, which influences our behavior through three components—Physical Distance, Operational Distance, and Affinity Distance— affects not only how we relate to others thousands of miles away but even to co-workers sitting

**right next to each other!
Perhaps even more
problematic, Virtual
Distance causes
measurable malfunctions
in teamwork, innovation,
leader effectiveness and
overall performance. But it
doesn't have to be this way.
The Power of Virtual
Distance offers specific,
proven and predictable
solutions that can reverse
these trends and turn
Virtual Distance into a
unification strategy to
capture untapped
competitive advantage.
Surprised? The Power of
Virtual Distance, 2nd**

Edition is a must-read for leadership who want to understand the true and quantifiable costs of the virtual workplace. For the first time ever, readers can take the guesswork out of managing the virtual workforce by applying a mathematical approach derived from the extensive Virtual Distance data set: The Virtual Distance Ratio. The Virtual Distance Ratio can precisely pinpoint the particular impacts of Virtual Distance on the organization's critical success factors. Beyond business metrics, Virtual

Distance solutions also detail ways to restore meaningfulness and well-being into people's experience of work, enhancing life lived in the Digital Age. The Power of Virtual Distance reveals an updated set of data, including the first award-winning analysis, collected from an extended range of executives to individual contributors, that represent situations and solutions in more than 36 industries in 55 countries across the globe. Readers will get a "first look" at the data and its revelations on how to be

less isolated and more integrated. Helping managers globally, this book: Offers new, real-world case studies and a chance for readers to participate in thought experiments to help with personal performance, group synergy and by extension, relationship dynamics of all kinds Demonstrates (with statistically significant trend analyses) that Virtual Distance is growing at exponential rates in every corner of communities worldwide Offers expert advice on how to manage the “unintended human

consequences” of today’s digital technologies
Companies that successfully harness the power of Virtual Distance demonstrate better performance. The second edition of The Power of Virtual Distance is a valuable, one-of-a-kind resource for everyone - from the C-suite to human resource professionals; from divisional leaders to project managers. Everyone in the organization can benefit by discovering how to improve financials, innovation, trust, employee engagement, satisfaction,

organizational citizenship and other key performance indicators. And perhaps best of all, by following the prescriptions on how to reduce Virtual Distance, the entire workforce will have the tools they need to bring about a revival of meaning, purpose and an enlivened sense of “humanhood” back into everyday work and everyday life.

McKinsey & Company's #1 best-selling guide to corporate valuation—the fully updated seventh edition Valuation has been the foremost resource for measuring company value

for nearly three decades. Now in its seventh edition, this acclaimed volume continues to help financial professionals around the world gain a deep understanding of valuation and help their companies create, manage, and maximize economic value for their shareholders. This latest edition has been carefully revised and updated throughout, and includes new insights on topics such as digital, ESG (environmental, social and governance), and long-term investing, as well as fresh case studies. Clear,

accessible chapters cover the fundamental principles of value creation, analyzing and forecasting performance, capital structure and dividends, valuing high-growth companies, and much more. The Financial Times calls the book “one of the practitioners’ best guides to valuation.” This book: Provides complete, detailed guidance on every crucial aspect of corporate valuation Explains the strategies, techniques, and nuances of valuation every manager needs to know Covers both core and

advanced valuation techniques and management strategies
Features/Includes a companion website that covers key issues in valuation, including videos, discussions of trending topics, and real-world valuation examples from the capital markets For over 90 years, McKinsey & Company has helped corporations and organizations make substantial and lasting improvements in their performance. Through seven editions and 30 years, **Valuation: Measuring and**

Managing the Value of Companies, has served as the definitive reference for finance professionals, including investment bankers, financial analysts, CFOs and corporate managers, venture capitalists, and students and instructors in all areas of finance.

A Guide for Students and Researchers

Leadership Strategies for Accelerating Growth

Global Brand Power

Innovation Prowess

Leveraging Branding for Long-Term Growth

When to Take Charge,

**When to Partner, and When
to Stay Out of the Way
How to Harness the Power
of Connection to Negotiate
Fearlessly**

Conventional wisdom today says that to survive, companies must move beyond incremental, sustaining innovation and invest in some form of radical innovation. "Disrupt yourself or be disrupted!" is the relentless message company leaders hear. The Power of Little Ideas argues there's a "third way" that is neither sustaining nor disruptive. This low-risk,

high-reward strategy is an approach to innovation that all company leaders should understand so that they recognize it when their competitors practice it, and apply it when it will give them a competitive advantage. This distinctive approach has three key elements: It consists of creating a family of complementary innovations around a product or service, all of which work together to make that product more appealing and competitive. The complementary innovations work together

as a system to carry out a single strategy or purpose. Crucially, unlike disruptive or radical innovation, innovating around a key product does not change the central product in any fundamental way. In this powerful, practical book, Wharton professor David Robertson illustrates how many well-known companies, including CarMax, GoPro, LEGO, Gatorade, Disney, USAA, Novo Nordisk, and many others, used this approach to stave off competitive threats and achieve great

success. He outlines the organizational practices that unintentionally torpedo this approach to innovation in many companies and shows how organizations can overcome those challenges. Aimed at leaders seeking strategies for sustained innovation, and at the quickly growing numbers of managers involved with creating new products, *The Power of Little Ideas* provides a logical, organic, and enduring third way to innovate. A groundbreaking look at why our interactions with

others hold the key to success, from the bestselling author of *Think Again* and *Originals* For generations, we have focused on the individual drivers of success: passion, hard work, talent, and luck. But in today's dramatically reconfigured world, success is increasingly dependent on how we interact with others. In *Give and Take*, Adam Grant, an award-winning researcher and Wharton's highest-rated professor, examines the surprising forces that shape why some people rise to the top of the

success ladder while others sink to the bottom. Praised by social scientists, business theorists, and corporate leaders, Give and Take opens up an approach to work, interactions, and productivity that is nothing short of revolutionary. A powerful call to action, Wharton professor Peter Fader's book, Customer Centricity, upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value. Fader advocates that in the

***world of customer centricity,
there are good customers ...
and then there is pretty
much everybody else.***

***A marketing expert explains
why some small companies
grow into bigger and better
organizations and others
falter and asserts that
companies can best expand
their brand by using
creative and sometimes
counter-intuitive strategies
to generate growth. 20,000
first printing.***

***Strategy from the Outside
In: Profiting from Customer
Value***

Practical Magic for Crafting

Powerful Work Relationships
The Shopping Revolution
Finance and Accounting for
Better Decision-Making
Location is (still) Everything
Corporate Diplomacy
Sport Brands

Marieke de Mooij's new edition of Consumer Behavior and Culture continues to explore how cultural influences can affect consumer behavior. The author uses her own model of consumer behavior to try and answer the fundamental questions about consumption – what people buy, why they buy it and how they buy. This edition has been updated to include:

- An insight into the different roles of the internet and the growing influence of social media
- An exploration of the various psychological and sociological

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aspects of human behavior, such as concept of self, personality, group influence, motivation, emotion, perception and information processing Updated examples throughout, including millennials as consumers and how the language of consumption can differ across cultures Managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders. These stakeholders differ fundamentally in their worldview, their understanding of the market economy and their aspirations and fears for the future. Their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations. This

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important new book argues that the strategic management of relationships with external stakeholders – what the author calls "Corporate Diplomacy" – is not just canny PR, but creates real and lasting business value. Using a mix of colourful examples, practically relevant tools and considered perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century. As falling communication costs shrink, the distance between external stakeholders and shareholder value is increasingly created and protected through a strategic integration of the external stakeholder facing functions. These include government affairs, stakeholder relations, sustainability, enterprise risk management, community relations and

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corporate communications. Through such integration, the place where business, politics and society intersect need not be a source of nasty surprises or unexpected expenses. Most of the firms profiled in the book are now at the frontier of corporate diplomacy. But they didn't start there. Many of them were motivated by past failings. They fell into conflicts with critical stakeholders – politicians, communities, NGO staffers, or activists – and they suffered. They experienced delays or disruptions to their operations, higher costs, angry customers, or thwarted attempts at expansion. Eventually, the managers of these companies developed smarter strategies for stakeholder engagement. They became corporate diplomats. The book draws on their experiences to take the reader to the

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forefront of stakeholder engagement and to highlight the six elements of corporate diplomacy.

BRAND NEW FOR 2019: A fully revised and updated edition of the quintessential guide to learning to negotiate effectively in every part of your life "A must read for everyone seeking to master negotiation. This newly updated classic just got even better."—Robert Cialdini, bestselling author of *Influence* and *Pre-Suasion*

As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. In the third edition of this internationally acclaimed book, he brings to life his systematic,

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step-by-step approach, built around negotiating effectively as who you are, not who you think you need to be. Shell combines lively stories about world-class negotiators from J. P. Morgan to Mahatma Gandhi with proven bargaining advice based on the latest research into negotiation and neuroscience. This updated edition includes:

- This updated edition includes:
- An easy-to-take "Negotiation I.Q." test that reveals your unique strengths as a negotiator
- A brand new chapter on reliable moves to use when you are short on bargaining power or stuck at an impasse
- Insights on how to succeed when you negotiate online
- Research on how gender and cultural differences can derail negotiations, and advice for putting relationships back on track

The Power of Virtual Distance

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The Billionaire's Apprentice
Why Smart Leaders Put People Before
Numbers