

Harvard Business Review Journal

Now available in paperback, with an all new Reader's guide, The New York Times and Business Week bestseller Co-opetition revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-opetition is a business strategy that goes beyond the old rules of competition and cooperation to combine the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo, American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-opetition to change the game of business to their benefit.

Formulating strategies based on game theory, authors Brandenburger and Nalebuff created a book that's insightful and instructive for managers eager to move their companies into a new mind set.

How do some people bounce back with vigor from daily setbacks, professional crises, or even intense personal trauma? This book reveals the key traits of those who emerge stronger from challenges, helps you train your brain to withstand the stresses of daily life, and presents an approach to an effective career reboot. This volume includes the work of: Daniel Goleman Jeffrey A.

Sonnenfeld Shawn Achor This collection of articles includes "How Resilience Works," by Diane Coutu; "Resilience for the Rest of Us," by Daniel Goleman; "How to Evaluate, Manage, and Strengthen Your Resilience," by David Kopans; "Find the Coaching in Criticism," by Sheila Heen and Douglas Stone; "Firing Back: How Great Leaders Rebound After Career Disasters," by Jeffrey A.

Sonnenfeld and Andrew J. Ward; and “Resilience Is About How You Recharge, Not How You Endure,” by Shawn Achor and Michelle Gielan. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Use design thinking for competitive advantage. If you read nothing else on design thinking, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you use design thinking to produce breakthrough innovations and transform your organization. This book will inspire you to: Identify customers' "jobs to be done" and build products people love Fail small, learn quickly, and win big Provide the support design-thinking teams need to flourish Foster a culture of experimentation Sharpen your own skills as a design thinker Counteract the biases that perpetuate the status quo and thwart innovation Adopt best practices from design-driven powerhouses This collection of articles includes "Design Thinking," by Tim Brown; "Why Design Thinking Works," by Jeanne M. Liedtka; "The Right Way to Lead Design Thinking," by Christian Bason and Robert D. Austin; "Design for Action," by Tim Brown and Roger L. Martin; "The Innovation Catalysts," by Roger L. Martin; "Know Your Customers' 'Jobs to Be Done,'" by Clayton M. Christensen, Taddy Hall, Karen

Dillon, and David S. Duncan; "Engineering Reverse Innovations," by Amos Winter and Vijay Govindarajan; "Strategies for Learning from Failure," by Amy C. Edmondson; "How Indra Nooyi Turned Design Thinking into Strategy," by Indra Nooyi and Adi Ignatius, and "Reclaim Your Creative Confidence," by Tom Kelley and David Kelley. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

A Practical Guide in Five Steps Most executives will lead or be a part of a reorganization effort (a reorg) at some point in their careers. And with good reason—reorgs are one of the best ways for companies to unlock latent value, especially in a changing business environment. But everyone hates them. No other management practice creates more anxiety and fear among employees or does more to distract them from their day-to-day jobs. As a result, reorgs can be incredibly expensive in terms of senior-management time and attention, and most of them fail on multiple dimensions. It's no wonder companies treat a reorg as a mysterious process and outsource it to people who don't understand the business. It doesn't have to be this way. Stephen Heidari-Robinson and Suzanne Heywood, former leaders in McKinsey's

Organization Practice, present a practical guide for successfully planning and implementing a reorg in five steps—demystifying and accelerating the process at the same time. Based on their twenty-five years of combined experience managing reorgs and on McKinsey research with over 2,500 executives involved in them, the authors distill what they and their McKinsey colleagues have been practicing as an “art” into a “science” that executives can replicate—in companies or business units large or small. It isn’t rocket science and it isn’t bogged down by a lot of organizational theory: the five steps give people a simple, logical process to follow, making it easier for everyone—both the leaders and the employees who ultimately determine a reorg’s success or failure—to commit themselves to and succeed in the new organization.

How Power Works in Our Hyperconnected World--and How to Make It Work for You

John P. Kotter on what Leaders Really Do

Harvard Business Review on Motivating People

Improving Business Processes

The 4+2 Formula For Sustained Business Success

New Power

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on

how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find:

- Step-by-step guidance through the entrepreneurial process
- Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman
- Time-honed best practices
- Stories of real companies, from Airbnb to eBay

You'll learn:

- Which skills and characteristics make for the best entrepreneurs
- How to gauge potential opportunities
- The basics of business models and competitive strategy
- How to test your assumptions--before you build a whole business
- How to select the right legal structure for your company
- How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding
- How to develop sales and marketing programs for your venture
- What entrepreneurial leaders must do to build culture and set direction as the business keeps growing

HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

In his defining work on emotional intelligence, bestselling author Daniel Goleman found that it is twice as important as other competencies in determining outstanding leadership. If you read nothing else on emotional intelligence, read these 10 articles by experts in the field. We've combed through

hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you boost your emotional skills—and your professional success. This book will inspire you to:

- Monitor and channel your moods and emotions
- Make smart, empathetic people decisions
- Manage conflict and regulate emotions within your team
- React to tough situations with resilience
- Better understand your strengths, weaknesses, needs, values, and goals
- Develop emotional agility

This collection of articles includes: “What Makes a Leader” by Daniel Goleman, “Primal Leadership: The Hidden Driver of Great Performance” by Daniel Goleman, Richard Boyatzis, and Annie McKee, “Why It’s So Hard to Be Fair” by Joel Brockner, “Why Good Leaders Make Bad Decisions” by Andrew Campbell, Jo Whitehead, and Sydney Finkelstein, “Building the Emotional Intelligence of Groups” by Vanessa Urch Druskat and Steve B. Wolff, “The Price of Incivility: Lack of Respect Hurts Morale—and the Bottom Line” by Christine Porath and Christine Pearson, “How Resilience Works” by Diane Coutu, “Emotional Agility: How Effective Leaders Manage Their Negative Thoughts and Feelings” by Susan David and Christina Congleton, “Fear of Feedback” by Jay M. Jackman and Myra H. Strober, and “The Young and the Clueless” by Kerry A. Bunker, Kathy E. Kram, and Sharon Ting.

How do you keep your customers coming back - and get them to bring others? This collection of HBR articles helps you: turn angry customers into loyal advocates; get more people to recommend you; boost customer satisfaction by satisfying your employees; and, focus on profitable customers - whether they're loyal or not.

Fascinating stats... useful tips... entertaining topics. Did you know that to make a task seem easier, all you have to do is lean back a little? Or that retail salespeople who mimic the way their customers speak and behave end up selling more?

If you like stats like this, are intrigued by ideas, and find connecting the dots to be a critical part of your skill set—this book is for you. Culled from Harvard Business Review’s popular newsletter, The Daily Stat, this book offers a compelling look at insights that both amuse and inform. Covering such managerial topics as teams, marketing, workplace psychology, and leadership, you’ll find a wide range of business statistics and general curiosities and oddities about professional life that will add an element of trivia and humor to your learning (and will make you appear smarter than your colleagues). Highly quotable and surprisingly useful, *Stats and Curiosities: From Harvard Business Review* will keep you on the front lines of business research—and ahead of the pack at work.

How to Get It Right

HBR Guide to Work-Life Balance

Work is Theatre & Every Business a Stage

The Necessary Art of Persuasion

Transitions at the Top

The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "How CEOs Manage Time" by Michael E. Porter and Nitin Nohria)

Is your company spending too much time on strategy development—with too little to show for it? If you read nothing else on strategy, read these 10 articles (featuring “What Is Strategy?” by Michael E. Porter). We’ve combed through hundreds of Harvard Business Review articles and selected the most important ones to help you catalyze your organization's strategy development and execution. HBR's 10 Must Reads on Strategy will inspire you to: Distinguish your company from rivals Clarify what your company will and won't

do Craft a vision for an uncertain future Create blue oceans of uncontested market space Use the Balanced Scorecard to measure your strategy Capture your strategy in a memorable phrase Make priorities explicit Allocate resources early Clarify decision rights for faster decision making This collection of best-selling articles includes: featured article "What Is Strategy?" by Michael E. Porter, "The Five Competitive Forces That Shape Strategy," "Building Your Company's Vision," "Reinventing Your Business Model," "Blue Ocean Strategy," "The Secrets to Successful Strategy Execution," "Using the Balanced Scorecard as a Strategic Management System," "Transforming Corner-Office Strategy into Frontline Action," "Turning Great Strategy into Great Performance," and "Who Has the D? How Clear Decision Roles Enhance Organizational Performance." Stay on top of your leadership game. Leadership isn't something you're born with or gifted as a reward for an abundance of charisma; true leadership stems from core skills that can be learned. Get more of the leadership ideas you want, from the authors you trust, with HBR's 10 Must Reads on Leadership (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you maximize your own and your organization's performance. With insights from leading experts including Michael D. Watkins, Herminia Ibarra, and Michael E. Porter, this book will

**inspire you to: Identify areas for personal growth
Build trust with and among your employees Develop a more dynamic and sophisticated communication style
Try out different leadership styles and behaviors to find the right approach for you--and your organization
Transform yourself from a problem solver to an agenda setter Harness the power of connections
Become an adaptive and strategic leader This collection of articles includes "Leadership Is a Conversation," by Boris Groysberg and Michael Slind; "How Managers Become Leaders: The Seven Seismic Shifts of Perspective and Responsibility," by Michael D. Watkins; "Strategic Leadership: The Essential Skills," by Paul J.H. Schoemaker, Steve Krupp, and Samantha Howland; "The Authenticity Paradox," by Herminia Ibarra; "'Both/And' Leadership," by Wendy K. Smith, Marianne W. Lewis, and Michael L. Tushman; "Are You a Collaborative Leader?" by Herminia Ibarra and Morten T. Hansen; "Cross-Silo Leadership," by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; "How CEOs Manage Time," by Michael E. Porter and Nitin Nohria; "The Best Leaders Are Great Teachers," by Sydney Finkelstein; "Nimble Leadership," by Deborah Ancona, Elaine Backman, and Kate Isaacs; and "The Focused Leader," by Daniel Goleman.**

Describes the hallmarks of effective leadership, and covers power, influence, vision, and strategies for

change

Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company? Organizations that mandate rigid, prepandemic policies of five days a week at the traditional, co-located office may risk a mass exodus of talent. But designing a hybrid office that furthers your business goals while staying true to your culture will require experimentation and rigorous planning. Hybrid Workplace: The Insights You Need from Harvard Business Review will help you adopt technological, cultural, and management practices that will let you seize the benefits and avoid the pitfalls of the hybrid age. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future.

Why Startups Fail

HBR's 10 Must Reads on Leadership, Vol. 2 (with bonus article "The Focused Leader" By Daniel Goleman)

Everything You Need to Launch and Grow Your New Business

HBR's 10 Must Reads on Communication (with featured article "The Necessary Art of Persuasion," by Jay A. Conger)

The Experience Economy

Resilience (HBR Emotional Intelligence Series)

In the spring of 2010, Harvard Business School 's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers.

The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen 's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

Are you a good boss--or a great one? Get more of the management ideas you want, from the authors you trust, with HBR's 10 Must Reads on Managing People (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you master the innumerable challenges of

being a manager. With insights from leading experts including Marcus Buckingham, Michael D. Watkins, and Linda Hill, this book will inspire you to:

- Draw out your employees' signature strengths
- Support a culture of honesty and civility
- Cultivate better communication and deeper trust among global teams
- Give feedback that will help your people excel
- Hire, reward, and tolerate only fully formed adults
- Motivate your employees through small wins
- Foster collaboration and break down silos across your company

This collection of articles includes "Are You a Good Boss--or a Great One?," by Linda A. Hill and Kent Lineback; "Let Your Workers Rebel," by Francesca Gino; "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "The Power of Small Wins," by Teresa M. Amabile and Steven J. Kramer; "The Price of Incivility," by Christine Porath and Christine Pearson; "What Most People Get Wrong About Men and Women," by Catherine H. Tinsley and Robin J. Ely; "How Netflix Reinvented HR," by Patty McCord; "Leading the Team You Inherit," by Michael D. Watkins; "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Global Teams That Work," by Tsedal Neeley; "Creating the Best Workplace on Earth," by Rob Goffee and Gareth Jones.

When asked to define the ideal leader, many would emphasize traits such as intelligence, toughness, determination, and vision—the qualities traditionally associated with leadership. Often left off the list are softer, more personal qualities—but they are also essential. Although a certain degree of analytical and technical skill is a minimum requirement for success, studies indicate that emotional intelligence may be the key attribute that distinguishes outstanding performers from those who are merely adequate. Psychologist and author Daniel Goleman first brought the term "emotional intelligence" to a wide audience with his 1995 book of the same name, and Goleman first applied the concept to business with a 1998 classic Harvard Business Review article. In his research at nearly 200 large, global companies, Goleman found that truly effective leaders are distinguished by a high degree of emotional

intelligence. Without it, a person can have first-class training, an incisive mind, and an endless supply of good ideas, but he or she still won't be a great leader. The chief components of emotional intelligence—self-awareness, self-regulation, motivation, empathy, and social skill—can sound unbusinesslike, but Goleman found direct ties between emotional intelligence and measurable business results. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.

Artificial Intelligence

ReOrg

True North

HBR's 10 Must Reads on Strategy (including featured article "What Is Strategy?" by Michael E. Porter)

What Makes a Leader? (Harvard Business Review Classics)

What Really Works

Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business

Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10 year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter -- the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors. With hundreds of well-known management practices and prescriptions promoted by consultants and available to business, which are really effective and contribute to the growth and continued

success of a company? Which do little or nothing? Based on the "Evergreen Project," a massive, 5 year study involving the business school faculties of ten universities, the authors set out to find the management practices that truly promote long-term growth and success. Their findings will revolutionize the art and practice of business management. The book shows that there are essentially six management practices that all successful companies must master simultaneously. They range from focusing on a strategy of growth to maintaining the depth and quality of human talent in the organization.

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

HBR's 10 Must Reads for New Managers (with bonus article "How Managers Become Leaders" by Michael D. Watkins) (HBR's 10 Must Reads)

How Will You Measure Your Life? (Harvard Business Review Classics)

HBR's 10 Must Reads on Managing People, Vol. 2 (with bonus article "The Feedback Fallacy" by Marcus Buckingham and Ashley Goodall)

Strategy and Competition: The Porter Collection (3 Items)

Innovating

Discover Your Authentic Leadership

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

Hybrid Workplace: The Insights You Need from Harvard Business Review Harvard Business Press
NEW from the bestselling HBR's 10 Must Reads series. To innovate profitably, you need more than just creativity. Do you have what it takes? If you read nothing else on inspiring and executing innovation,

read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you innovate effectively. Leading experts such as Clayton Christensen, Peter Drucker, and Rosabeth Moss Kanter provide the insights and advice you need to:

- Decide which ideas are worth pursuing
- Innovate through the front lines—not just from the top
- Adapt innovations from the developing world to wealthier markets
- Tweak new ventures along the way using discovery-driven planning
- Tailor your efforts to meet customers' most pressing needs
- Avoid classic pitfalls such as stifling innovation with rigid processes

Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: HBR's 10 Must Reads: The Essentials HBR's 10 Must Reads on Communication HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Making Smart Decisions HBR's 10 Must Reads on Managing Yourself HBR's 10 Must Reads on Strategic Marketing HBR's 10 Must Reads on Teams

The best leaders know how to communicate clearly and persuasively. How do you stack up? If you read nothing else on communicating effectively, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you express your ideas with clarity and impact—no matter what the situation. Leading experts such as Deborah Tannen, Jay Conger, and Nick Morgan provide the insights and advice you need to: Pitch your brilliant idea—successfully Connect with your audience

Establish credibility Inspire others to carry out your vision Adapt to stakeholders' decision-making style Frame goals around common interests Build consensus and win support

The Future of Leadership Development

From Harvard Business Review

HBR's 10 Must Reads 2020

Co-Opetition

The HBR Guide to Making Smarter, More Persuasive Data Visualizations

The Progress Principle

Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What’s more, building good charts is quickly becoming a need-to-have skill for managers. If you’re not doing it, other managers are, and they’re getting noticed for it and getting credit for contributing to your company’s success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade.

Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. This collection highlights the most important ideas and concepts from Michael E. Porter, recognized worldwide as the leading thinker on strategy. Porter heads The Institute for Strategy and Competitiveness based at Harvard Business School and is the foremost authority on competitive strategy for business, as well as on the competitiveness and economic development of nations, states, and regions. Business readers will recognize Porter’s

seminal book, *On Competition*, as a classic in the field. This set, curated by Harvard Business Review, includes the full digital edition of the updated and expanded edition of *On Competition*—a must-have for anyone interested in or studying the topic of strategy and for those developing strategy for their own organizations. The collection also includes the digital edition of the popular *Understanding Michael Porter: The Essential Guide to Competition and Strategy*, which offers a concise, accessible summary of Porter’s revolutionary thinking and was written with Porter’s full cooperation by Joan Magretta, his former editor at Harvard Business Review. Finally, the set features the newer foundational article “*Creating Shared Value*,” which was published in Harvard Business Review in 2011 to great fanfare and global accolades. This must-have collection is for anyone serious about business, strategy, and competitiveness.

Stop running on empty. Every day you juggle the many components that fill your life. Between work and family commitments, volunteer work, hobbies, and managing your physical and mental health, it's easy to feel overwhelmed and that you’re letting someone down or neglecting some aspect of your life. But you can find ways to honor all

**of your commitments without collapsing.
The HBR Guide to Work-Life Balance will help you: Evaluate and adjust your priorities
Manage expectations Set and spend your time budget Make plans--and backup plans
Understand how to make trade-offs
Prioritize self-care Discover what works for you**

"Many books have been written for new CEOs on what they need to do when they take charge at a new company, but few focus on what the rest of the organization has to do to set up the new leader--and the rest of the organization--for success. During any transition of C-suite leadership, the board of directors, the outgoing CEO (if there is one), the Chief Human Resources Officer, and other influential senior executives all play a crucial role in achieving a successful transition. What does it take to focus the organization, culture, systems, and processes so that the entire company lays a foundation for success? Transitions at the Top tells companies everything they need to know to successfully maintain continuity as one leader passes the mantle of responsibility to a successor, spanning the steps & events from the point that a candidate for a top position accepts the offer, all the way through to the point that a critical mass of followers accepts him/her as

the established leader. The book includes advice for each role who will be managing the transition"--

**HBR Guide to Persuasive Presentations
Using Small Wins to Ignite Joy, Engagement,
and Creativity at Work**

**A Doer's Manifesto for Starting from a
Hunch, Prototyping Problems, Scaling Up,
and Learning to Be Productively Wrong**

**HBR's 10 Must Reads on Innovation (with
featured article "The Discipline of
Innovation," by Peter F. Drucker)**

**Hybrid Workplace: The Insights You Need
from Harvard Business Review**

**What Organizations Must Do to Make Sure
New Leaders Succeed**

Harvard Business Review on Motivating People Lack of motivation can lead to employee inefficiency and low productivity-not to mention higher turnover rate. This evergreen collection of Harvard Business Review articles will help managers in struggling companies retain their key workers and create happy working environments. This timeless volume features new and classic articles on leadership, inspiration, compensation, performance measurement, and more. The Harvard Business Review Paperback Series The series is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. From the preeminent thinkers whose work has defined an entire field to the rising stars who redefine the way we think about business, here are the leading minds and landmark ideas that have established the Harvard Business Review as required reading for ambitious businesspeople in organizations around the globe.

Develop the mindset and presence to successfully manage others the first time. If you read nothing else on becoming a new manager, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you transition from being an outstanding individual contributor to becoming a great manager of others. This book will inspire you to:

- Develop your emotional intelligence
- Influence your colleagues through the science of persuasion
- Assess your team to enhance its performance
- Network effectively to achieve business goals and for personal advancement
- Navigate relationships with employees, bosses, and peers
- Get support from above
- View the big picture in your decision making
- Balance your team's work and personal life in a high-intensity workplace

This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin Reid and Lakshmi Ramarajan; "Harnessing the Science of Persuasion," by Robert B. Cialdini; "What Makes a Leader?" by Daniel Goleman; "The Authenticity Paradox," by Herminia Ibarra; "Managing Your Boss," by John J. Gabarro and John P. Kotter; "How Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass; and BONUS ARTICLE: "How Managers Become Leaders," by Michael D. Watkins.

Future economic growth lies in the value of experiences and transformations--good and services are no longer enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the experiences that will transform the value of what they produce. From Amazon Online to Walt Disney, the authors draw from a rich and varied

of examples that showcase businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, as Pine and Gilmore, are no longer enough. Experiences and transformations are the basis for future economic growth, and the Experience Economy is the script from which managers can begin to direct their own transformations.

True North shows how anyone who follows their internal compass can become an authentic leader. This leadership tour de force is based on research and first-person interviews with 125 of today's top leaders—with some surprising results. In this important book, acclaimed former Medtronic CEO Bill George and coauthor Peter Sims share the wisdom of these outstanding leaders and describe how you can develop as an authentic leader. True North presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan centered on five key areas: Knowing your authentic self, Defining your values and leadership principles, Understanding your motivations, Building your support team, Staying grounded by integrating all aspects of your life. True North offers an opportunity for anyone to transform their leadership path and become the authentic leader they were born to be. Personal, original, and illuminating stories from Warren Bennis, Sir Adrian Cadbury, George Shultz (former U.S. secretary of state), Charles Schwab, John Whitehead (Co-Chairman, Goldman Sachs), Anne Mulcahy (CEO, Xerox), Howard Schultz (CEO, Starbucks), Dan Vasella (CEO, Novartis), John Brennan (Chairman, Vanguard), Carol Tome (CFO, Home Depot), Donna Dubinsky (CEO/co-founder, Palm), Alan Horn (President, Warner Brothers), Ann Moore (CEO, Time, Inc.) and many others illustrate the transitions that shape the type of leaders who will thrive in the 21st century. Bill George (Cambridge, MA) has spent over 30 years in executive leadership.

positions at Litton, Honeywell, and Medtronic. As CEO of Medtronic, he built the company into the world's leading medical technology company as its market capitalization increased from \$1.1 billion to \$60 billion. Since 2004, he has been a professor at the Harvard Business School. His 2004 book *Authentic Leadership* (0-7879-7528-1) was a BusinessWeek bestseller. Peter Sims (San Francisco, CA) established "Leadership Perspectives," a course of leadership development at the Stanford Graduate School of Business and cofounded the London office of Summit Partners, leading investment firm. Their Web site is www.truenorthleaders.com.

HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

Stats and Curiosities

The Insights You Need from Harvard Business Review

How Businesses and Organizations Can Anticipate Global Insecurity

Harvard Business Review on Increasing Customer Loyalty

HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)

Innovating is for doers: you don't need to wait for an earth-shattering idea, but can build one with a hunch and scale it up to impact. Innovation is the subject of countless books and courses, but there's very little out there about how you actually innovate. Innovation and entrepreneurship are not one and the same, although aspiring innovators often think of them that way. They are told to get an idea and a team and to build a show-and-tell for potential investors. In *Innovating*, Luis Perez-Breva describes another approach—a doer's approach developed over a decade at MIT and internationally in workshops, classes, and companies. He shows that to start innovating it doesn't require an earth-shattering idea; all it takes is a hunch. Anyone can do it. By

prototyping a problem and learning by being wrong, innovating can be scaled up to make an impact. As Perez-Breva demonstrates, "no thing is new" at the outset of what we only later celebrate as innovation. In *Innovating*, the process—illustrated by unique and dynamic artwork—is shown to be empirical, experimental, nonlinear, and incremental. You give your hunch the structure of a problem. Anything can be a part. Your innovating accrues other people's knowledge and skills. Perez-Breva describes how to create a kit for innovating, and outlines questions that will help you think in new ways. Finally, he shows how to systematize what you've learned: to advocate, communicate, scale up, manage innovating continuously, and document— “ you need a notebook to converse with yourself, ” he advises. Everyone interested in innovating also needs to read this book.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to:

- Ask better questions to boost your learning, persuade others, and negotiate more effectively
- Create workplace conditions where gender equity can thrive
- Boost results by allowing humans and AI to enhance one another's strengths
- Make better connections with your customers by giving them a glimpse inside your company
- Scale your agile processes from a few teams to hundreds
- Build a commitment to both economic and social values in your organization
- Prepare your company for a rapidly aging workforce and society

This

collection of articles includes "The Surprising Power of Questions," by Alison Wood Brooks and Leslie K. John; "Strategy Needs Creativity," by Adam Brandenburger; "What Most People Get Wrong about Men and Women," by Catherine H. Tinsley and Robin J. Ely; "Collaborative Intelligence: Humans and AI Are Joining Forces," by H. James Wilson and Paul R. Daugherty; "Stitch Fix's CEO on Selling Personal Style to the Mass Market," by Katrina Lake; "Strategy for Start-Ups," by Joshua Gans, Erin L. Scott, and Scott Stern; "Agile at Scale," by Darrell K. Rigby, Jeff Sutherland, and Andy Noble; "Operational Transparency," by Ryan W. Buell; "The Dual-Purpose Playbook," by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey; "How CEOs Manage Time," by Michael E. Porter and Nitin Nohria; and "When No One Retires," by Paul Irving.

From two influential and visionary thinkers comes a big idea that is changing the way movements catch fire and ideas spread in our highly connected world. For the vast majority of human history, power has been held by the few. "Old power" is closed, inaccessible, and leader-driven. Once gained, it is jealously guarded, and the powerful spend it carefully, like currency. But the technological revolution of the past two decades has made possible a new form of power, one that operates differently, like a current. "New power" is made by many; it is open, participatory, often leaderless, and peer-driven. Like water or electricity, it is most forceful when it surges. The goal with new power is not to hoard it, but to channel it. New power is behind the rise of participatory communities like Facebook and YouTube, sharing services like Uber and Airbnb, and rapid-fire social movements like Brexit and #BlackLivesMatter. It explains the unlikely success of Barack Obama's 2008 campaign and the unlikelier victory of Donald Trump in 2016. And it gives ISIS its power to propagate

its brand and distribute its violence. Even old power institutions like the Papacy, NASA, and LEGO have tapped into the strength of the crowd to stage improbable reinventions. In *New Power*, the business leaders/social visionaries Jeremy Heimans and Henry Timms provide the tools for using new power to successfully spread an idea or lead a movement in the twenty-first century. Drawing on examples from business, politics, and social justice, they explain the new world we live in--a world where connectivity has made change shocking and swift and a world in which everyone expects to participate.

NEW from the bestselling HBR 's 10 Must Reads series. Stop pushing products—and start cultivating relationships with the right customers. If you read nothing else on marketing that delivers competitive advantage, read these 10 articles. We 've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it—and your customers—at the center of your business. Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to:

- Figure out what business you 're really in
- Create products that perform the jobs people need to get done
- Get a bird 's-eye view of your brand 's strengths and weaknesses
- Tap a market that 's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

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HBR 's 10 Must Reads on Making Smart Decisions
HBR 's 10 Must Reads on

Managing Yourself HBR ' s 10 Must Reads on Teams

First 90 Days

HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)(HBR's 10 Must Reads)

The Harvard Business Review Entrepreneur's Handbook

Harvard Business Review on Culture and Change

Good Charts

A collection of articles on the messy and often difficult process of changing workplace culture. The book examines why people resist change on both the corporate and individual levels.

From New York Times bestselling author and former U.S. secretary of state Condoleezza Rice and Stanford University professor Amy B. Zegart comes an examination of the rapidly evolving state of political risk, and how to navigate it. The world is changing fast. Political risk-the probability that a political action could significantly impact a company's business-is affecting more businesses in more ways than ever before. A generation ago, political risk mostly involved a handful of industries dealing with governments in a few frontier markets. Today, political risk stems from a widening array of actors, including Twitter users, local officials, activists, terrorists, hackers, and more. The very institutions and laws that were supposed to reduce business uncertainty and risk are often having the opposite effect. In today's globalized world, there are no "safe" bets. POLITICAL RISK investigates and analyzes this evolving landscape, what businesses

can do to navigate it, and what all of us can learn about how to better understand and grapple with these rapidly changing global political dynamics. Drawing on lessons from the successes and failures of companies across multiple industries as well as examples from aircraft carrier operations, NASA missions, and other unusual places, **POLITICAL RISK** offers a first-of-its-kind framework that can be deployed in any organization, from startups to Fortune 500 companies. Organizations that take a serious, systematic approach to political risk management are likely to be surprised less often and recover better. Companies that don't get these basics right are more likely to get blindsided. In challenging times, companies must serve their customers faster and more efficiently. This makes improving your business processes more critical than ever. In this book, you'll learn key steps for carrying out a business process improvement initiative, including how to:

- Plan a business process improvement initiative
- Analyze and redesign a current process that needs improvement
- Obtain the resources needed to change a process
- Develop a systematic approach for creating and implementing change

In an age when managers can no longer rely on formal power, persuading people is more important than ever. Persuasion is a process of learning from colleagues and employees and negotiating shared solutions to solving problems and achieving goals. In *The Necessary Art of Persuasion*, Jay Conger

describes four essential components of persuasion and explains how to master them, providing the information you need to fulfill your managerial mandate: getting work done through others.

Political Risk

A New Roadmap for Entrepreneurial Success