

Profit From The Core A Return To Growth In Turbulent Times

Winner of the 2012 Helen Bernstein Book Award for Excellence in Journalism Hundreds of companies have slashed pensions and health coverage for millions of retirees, claiming that a “ perfect storm ” of stock market losses, aging workers, and spiraling costs have forced them to take drastic measures. But this so-called retirement crisis is no accident. Ellen E. Schultz, an award-winning investigative reporter formerly of The Wall Street Journal, reveals how large employers and the retirement industry have all played a huge and hidden role in the death spiral of American pensions and benefits. A little over a decade ago, pension plans were fat. But companies used slick accounting and dubious loopholes to turn their pension plans into piggy banks, tax shelters, and profit centers. As pensions weakened, companies slashed benefits for workers while doling out gargantuan pensions to their top executives. Drawing on original analysis of company data, government filings, and confidential memos, Schultz uncovers decades of widespread deception during which employers exaggerated their retiree burdens while tricking employees, misleading shareholders, and lobbying for taxpayer handouts.

Clear-headed advice on strategy from the international consulting firm Bain & Company restores a timely and refreshing "back-to-basics" approach to growth.

Wall Street Journal Bestseller Jay Steinfeld, Ernst & Young Entrepreneur of the Year and the founder and CEO of Blinds.com (acquired by Home Depot), never planned to create the biggest online window blinds retailer in the world. Against all odds to succeed, Steinfeld ’ s journey in business included failed acquisitions, partnerships gone wrong, perpetual self-doubt, deaths in his family, budget-limited guerilla marketing, corporate buy-outs, brutal market competition, and a complete disruption of industry leaders, including Amazon and big-box retailers. To build something meaningful like Steinfeld, you need to do more than dream about it. You need to Lead from the Core. Learn Steinfeld ’ s “ Four Es ” —a set of guiding principles that help overcome any obstacle to your organization ’ s success: Evolve Continuously, Experiment Without Fear of Failure, Express Yourself, and Enjoy the Ride. In these pages, you ’ ll also learn specific, actionable tactics, including:

- How to start a business with little money and experience
- Ways to avoid the early failure that plagues many businesses
- Strategies to scale beyond the startup phase
- Exactly how to communicate with boards and investors
- Proven lessons to attract potential acquirers of your company

Told with humor and heart, Lead from the Core is not just a roadmap to make your company a resounding success. It ’ s a masterclass for leaders looking to prevent costly business mistakes, no matter where you are in your journey.

Your lack of focus on Procurement is limiting your profits. Multiply them by making Procurement a company-wide priority. Profit from Procurement: Add 30% to Your Bottom Line by Breaking Down Silos delivers an insightful, compelling, and fresh take on a subject that typically comprises 50% of a business's total costs: Procurement. Alex Klein, Simon Whatson and Jose Oliveira, leaders at the world's largest dedicated Procurement consultancy, highlight the limitations of the traditional, functionally siloed approach to Procurement, and demonstrate how significant EBITDA gains can be made by lifting Procurement out of the

back office and enabling it to fundamentally reset a company's cost base. Its accessible, frank, and refreshing style, combined with practical, actionable advice, based on the authors' extensive real-life experience, make it a must read for any executive looking to make an impact through Procurement. The book offers readers a practical and concrete roadmap to optimizing, integrating, and deploying a company's Procurement capabilities, creating a less siloed, more impactful function. Readers will learn how to: Plan their company's Procurement transformation Reskill teams for the coming change Reposition the Procurement function to become the driver of cross-functional change Integrate new topics such as digitalization and sustainability into their Procurement roadmaps Ensure that Procurement efficiencies are fully reflected in bottom-line profits Perfect for C-Suite executives and Procurement professionals at companies of all sizes, Profit from Procurement belongs on the bookshelves of every employee and leader tasked with company operations and profit strategy.

How We Profit from Social Media

Purpose and Profit

Discovering Value and Creating Growth in a Disrupted World

How to Overcome the Predictable Crises of Growth

Ten Types of Innovation

A Social Strategy

30 Ways to Anticipate and Profit from Strategic Changes Reshaping Your Business

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

Innovation principles to bring about meaningful and sustainable growth in your organization

Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

NEW YORK TIMES BESTSELLER • Learn how to apply the principles of Charles Koch's revolutionary Market-Based Management® system to generate good profit in your organization, company, and life “ This book helps show you the way to good

profit—whether you work for an international supermarket chain, a medium-sized regional business, or your own start-up. ” —John Mackey, co-founder and co-CEO, Whole Foods Market The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch's belief that “ the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a

responsible way. ” Hence, the principles in Good Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch ’ s name may not be on your home ’ s plywood, vehicle ’ s grille, smartphone ’ s connectors, or baby ’ s ultra-absorbent diapers but it makes them all. And Koch ’ s Market-Based Management® (MBM) system is what drives these innovations and many more. The core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars. It results from a bottom-up culture where employees are empowered to act entrepreneurially to discover customers ’ preferences and the best ways to improve their lives. Drawing on six decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, Charles Koch walks the reader through the five dimensions of MBM to show how to apply its framework in any business, industry, or organization of any size. Readers will learn how to:

- Craft a vision for how to thrive in spite of increasingly rapid disruption and ever-changing consumer values
- Select and retain a workforce possessing both virtue and talent
- Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level
- Award employees with ownership and decision rights based on their comparative advantages and proven contributions, not job title
- Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create

A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society, Good Profit is one of the greatest management books of all time.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

Winners Take All

Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

Crash Proof 2.0

Creating and Sustaining Successful Growth

Grow the Core

Profit Patterns

The Innovator's Solution

The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad.

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances.
- A small, profitable business can be worth much more than a large business surviving on its top line.
- Businesses that attain early and sustained profitability have a better shot at achieving long-term growth.

With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

An innovation classic. From Steve Jobs to Jeff Bezos, Clayton Christensen's work continues to underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling *The Innovator's Dilemma*—and beyond—this definitive work will help anyone trying to transform their business right now. In *The Innovator's Solution*, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide.

Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top-performing companies achieve superior results through a leading position in their core business. Unfortunately, there's very little in the way of practical advice on how to do this. *Grow the Core* shows you how to focus on your core business for brand success, with a

program of eight workouts road-tested by the author's consultancy, the brandgym. The book provides inspiration, practical advice and proven tools for building and strengthening your core business. It is packed with case studies from brandgym clients, including Mars, Friesland Campina, SAB Miller and Danone. The book features exclusive brandgym research, in addition to front – line experience on over one hundred brand coaching projects.

Power Up for Profits

How Strategy Really Works

Transforming Your Business by Putting Suppliers at the Core

The Founder's Mentality

Expand Your Market Without Abandoning Your Roots

Successful Habits of Visionary Companies

Finding Hidden Assets to Renew the Core and Fuel Profitable Growth

Outlines numerous expansion strategies for businesses and includes interviews with twenty-five CEO's.

Procurement can be your company's secret weapon for winning in turbulent times. In most companies, procurement is an unglamorous, unloved part of the business. What's in the procurement office? A fast track to nowhere. Sourcing and supplier management is strictly about costs, the thinking goes, and all that matters is playing hardball to get these as low as possible. No connection to innovation or strategy, creating positive value. Not so fast. As Boston Consulting Group thought leaders Christian Schuh, Wolfgang Schnellbacher, Alenka Triplat, and Daniel Weise explain in Profit from the Source, procurement should be regarded in a new light, because it has the potential to be a CEO's secret weapon in these fast-moving, disruptive times. The authors offer a wake-up call and a new strategic blueprint for leaders everywhere. With vivid stories and in-depth case studies, they illustrate that no other business function offers the same holistic view of a company—from suppliers who provide the organization with raw materials and components to consumers who buy the finished product. While it's true that a core task of any procurement function is to keep costs from spiraling out of control, the authors show how procurement can help businesses generate phenomenal value from five other sources of competitive advantage crucial to success—innovation, quality, sustainability, speed, and risk reduction. Drawing on their research and the authors' firsthand experience working with some of the world's leading companies—in high tech, automotive, consumer goods, and many other industries—Profit from the Source provides proven strategies to drive new bottom-line, as well as top-line, growth for your company.

The roadmap and best practices to reap the enormous value that can emerge with your businesses prioritizes social and environmental goals--such as climate change, diversity and inclusion, and sustainability--right alongside the pursuit of profit. We don't only live in a world where pursuing social goals and pursuing profit are becoming more aligned in the corporate setting--we also live in a time in which consumers of every age are specifically looking to support organizations that stand for social and environmental goals greater than themselves. Backed by cutting-edge research from distinguished Harvard Business School professor George Serafeim has conducted over the past decade, readers will learn: The tactical ways that companies can put the

analytics of doing good into practice, and design initiatives that have positive impact. The six archetypes of value creation enabled by these new trends; The role of innovation and how their recognition that robust management of material ESG issues can pay off in the capital markets is critical to keeping companies on the right path; and How we can all look at our choices and our careers through the lens of these societal trends and manage our behavior to drive impact in our lives and for our organizations. Purpose and Profit is a must-read for anybody seeking to drive social and environmental change in their businesses and reap the rewards of fierce customer loyalty, bettering the way work is done, and the immeasurable satisfaction in living an impactful life.

What people get out of social media—and how businesses can get more out of it—no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. What makes social media different from traditional media? Answering that question is the key to making social media work for any business, argues Mikołaj Piskorski, one of the world's leading experts on the business of social media. In *A Social Strategy*, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from social media sites, Piskorski argues that the secret of successful ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to let people interact with each other before they will promote products to their friends and help companies in other ways. Done right, a company's social media should benefit its customers and the firm. Piskorski calls this "a social strategy," and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, *A Social Strategy* provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

Profit for Life

Playing to Win

Profit from the Source

Profit First

Where the Crawdads Sing (Movie Tie-In)

How Companies Plunder and Profit from the Nest Eggs of American Workers
Lead from the Core

Serial entrepreneur and business visionary Dale Partridge built a multimillion-dollar company differently than how the typical enterprise is built. He did so using seven core beliefs that he believes are the secret to creating a sustaining world:

- People matter
- Truth wins
- Transparency frees
- Authenticity attracts

Quality speaks • Generosity returns • Courage sustains And now he is not alone. Every day major headlines tell the story of a new and better American marketplace. Established corporations have begun reevaluating the quality of their products, the ethics of their supply chain, and how they can give back. Meanwhile, millions of entrepreneurs who want a more responsible and compassionate marketplace have launched a new breed of socially focused business models. And you can too! In *People Over Profit*, find the courage to value honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.

A fully updated follow-up to Peter Schiff's bestselling financial survival guide—*Crash Proof*, which described the economy as a house of cards on the verge of collapse, with over 80 pages of new material. The economic and monetary disaster which seasoned prognosticator Peter Schiff predicted is no longer hypothetical—it is here today. And nobody understands what to do in this situation better than the man who saw it coming. For more than a decade, Schiff has not only observed the economy, but also helped his clients restructure their portfolios to reflect his outlook. What he sees today is a nation facing an economic storm brought on by growing federal, personal, and corporate debt; too little savings; and a declining dollar. *Crash Proof 2.0* picks up right where the first edition—a bestselling book that predicted the current market mayhem—left off. This timely guide takes into account the dramatic economic shifts that are reshaping the world and provides you with the insights and information to navigate the dangerous terrain. Throughout the book, Schiff explains the factors that will affect your future financial stability and offers a specific three step plan to battle the current economic downturn. Discusses the measures you can take to protect yourself—as well as profit—during these difficult times. Offers an insightful examination of the structural weaknesses underlying the economic meltdown. Outlines a plan that will allow you to preserve wealth and protect the purchasing power of your savings. Filled with in-depth insights and expert advice, *Crash Proof 2.0* will help you survive and thrive during the coming years of economic uncertainty.

NEW YORK TIMES BESTSELLER • The groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. "Impassioned... Entertaining reading." —*The Washington Post* Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality

and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward “thought leaders” who redefine “change” in ways that preserve the status quo; and they constantly seek to do more good, but never less harm. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? His groundbreaking investigation has already forced a great, sorely needed reckoning among the world’s wealthiest and those they hover above, and it points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world—a call to action for elites and everyday citizens alike.

Over the next decade, two out of every three companies will face the challenge of their corporate lives: redefining their core business. Buffeted by global competition and facing an uncertain future, more and more executives will realize that they must make fundamental changes in their core even as they continue delivering the goods and services that keep them in business today. *Unstoppable* shows these managers how to look deep within their organizations to find undervalued, unrecognized, or underutilized assets that can serve as new platforms for sustainable growth. Drawing on more than thirty interviews with CEOs from companies such as De Beers, American Express, and Samsung, it shows readers how to recognize when the core needs reinvention and how to deploy the “hidden assets” that can be the basis for tomorrow’s growth. Building on the author’s previous books, *Profit from the Core* and *Beyond the Core*, this book shows how any company in crisis can transform itself to become truly unstoppable.

Corporate Responsibility in Conflict Regions

Profit from Procurement

The Price Advantage

Good to Great

Strategy from the Outside In: Profiting from Customer Value

Break the System, Live with Purpose, Be More Successful

Repeatability

When *Profit from the Core* was published in 2001, it became an international bestseller, helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble. The 2007 global financial meltdown reaffirmed the perils of pursuing heady growth through untested strategies, as firms in industries from finance to retailing to automobiles strayed too far from their core businesses and suffered the consequences. In this updated edition of *Profit from the Core*, authors Chris Zook and James Allen

show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn—and that a strong core will be the foundation for successful expansion as the economy recovers. Based on more than ten years of Bain & Company research and analysis and fresh examples from firms responding to the current downturn, the book outlines what today's executives and managers need to do now to revitalize their core, identify the next wave of profitable growth, and build on it successfully. Zook and Allen explain how companies can:

- Develop a strong, well-defined core and use it to establish a leadership position
- Follow the golden rule of strategy: discourage competitors from investing in your core
- Assess whether your core is operating at its full potential
- Uncover hidden assets in your core that provide the seeds for new growth
- Find a repeatable formula to apply core business strengths in adjacent markets

Building on powerful and proven ideas to meet today's formidable business challenges, *Profit from the Core* is the back-to-basics strategy field guide no manager should be without.

It may seem a strange notion to give the private sector a role in conflict prevention or resolution, but multinational corporations (MNCs) do have some characteristics that make them good partners in a well-designed strategy for peace and stability. By focusing on their core competencies, their presence in a conflict region can help to provide prosperity for rebuilding society and its institutions, and improved respect for human rights. This book is not a song of praise for MNCs in general. There is a litany of examples of companies that feel no shame in profiting from conflicts by trading weapons or illegal resources, that prolong war by supporting one or other of the parties, or that are only in a war-torn country because the lawlessness suits them well. Even companies that refrain from such criminal activities cannot be envisaged as potential peace-builders if they profit unscrupulously from cheap labour or cheap subcontractors. Instead, this book is about corporations that are disposed to ethical, responsible entrepreneurship: companies that balance their desire for profit with compliance with international business and human rights standards and with a genuine investment in local workers, environmental protection, social development and stability. Worldwide about 60,000 MNCs work in over 70 conflict regions. They operate in regions where social unrest is harshly repressed, where outright fighting takes place, or where civil war has recently ended. Whatever the attitude of multinationals and whatever their area of business, they influence conflicts or are themselves influenced by conflicts. Even if they do not directly invest in or trade with a conflict region, they always risk being associated with those conflicts. *The Profit of Peace* examines how multinationals can use their core business competencies to promote peace and stability in conflict regions and what role – if any – business has in diplomacy. To investigate these questions the authors interviewed CEOs and high-level managers of multinationals working in 'challenging' countries such as Afghanistan, Burma and Rwanda. The interviewees provided extraordinarily candid views on both the practical and

ethical issues that occur when operating under extremely volatile circumstances. The lessons learned by these managers make the book invaluable for any manager working for a large company in a region of unrest. Two vital elements emerged. Firstly, the ability to manage cultural differences is a key factor for success. Without a keen sense of the differences in management styles, in perceptions of ethics and morality, and in the values behind political opinions, every peace effort is doomed to fail. Secondly, ethically correct decisions do not necessarily lead to ethically correct results. It was not the objective of the authors to judge which of the parties in conflict regions are right or wrong. Rather, they wanted to find out what kind of attitude at the end of the day contributes most effectively to conflict prevention or stabilisation of a region. In other words, in this book corporate responsibility is measured by the results and not by the intentions. All of the CEOs interviewed for this book were well aware of the fact that their companies operating in conflict regions would always influence the conflict one way or another. This awareness in itself is quite extraordinary, and it shows that the indifferent comment "business is business" by and large belongs to a past era. Also extraordinary was that the managers allowed such a frank look into their sanctuary, since this candour makes them all the more vulnerable to criticism. Through the information from the interviewees and from other managers who have experience in conflict regions, the book outlines the ingredients for an approach that can best lead to a solution of conflicts and to greater stability. It will only be in the long run that we will be able to establish how successful the new profession of 'business diplomat' can be, but in the meantime the daily practices of MNCs show that they can work on 'the profit of peace'. This book is based on investigative journalism and contains many examples of best practices worldwide. It will be essential reading for practitioners, policy-makers and students involved with corporate social responsibility, peace studies, development studies and stakeholder management.

Like a successful coach, Slywotzky uses ingenious diagrams and brief explanations to show readers how to make sense of profit patterns that are changing the way companies do business and make money. 100 illustrations. Based on a multiyear study of such firms as Apple, IKEA, and Vanguard, the authors warn against complexity as a strategy for business planning, advocating instead for a simple, repeatable model that provides for constant improvement.

The Discipline of Building Breakthroughs

Profit from the Core

Build Enduring Businesses for a World of Constant Change

Net Positive

Built to Last

How to Focus on your Core Business for Brand Success

How Business Can Lift Up the World

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained

performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these

crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

Is your company delivering products to customers at the right time, place, and price—with the best possible availability and lowest possible cost and working capital? If not, you're probably alienating your customers and suppliers, eroding shareholder value, and losing control of your fixed costs. These dangerous mistakes can put you out of business.

NOW A MAJOR MOTION PICTURE The #1 New York Times bestselling worldwide sensation with more than 12 million copies sold, "a painfully beautiful first novel that is at once a murder mystery, a coming-of-age narrative and a celebration of nature" (The New York Times Book Review). For years, rumors of the "Marsh Girl" have haunted Barkley Cove, a quiet town on the North Carolina coast. So in late 1969, when handsome Chase Andrews is found dead, the locals immediately suspect Kya Clark, the so-called Marsh Girl. But Kya is not what they say. Sensitive and intelligent, she has survived for years alone in the marsh that she calls home, finding friends in the gulls and lessons in the sand. Then the time comes when she yearns to be touched and loved. When two young men from town become intrigued by her wild beauty, Kya opens herself to a new life—until the unthinkable happens. *Where the Crawdads Sing* is at once an exquisite ode to the natural world, a heartbreaking coming-of-age story, and a surprising tale of possible murder. Delia Owens reminds us that we are forever shaped by the children we once were, and that we are all subject to the beautiful and violent secrets that nature keeps.

Good Profit

Retirement Heist

How Great Companies Deliver Both Purpose and Profit – Updated and Revised Beyond the Core

A Return to Growth in Turbulent Times

Growth Strategy in an Era of Turbulence

The Profit of Peace

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.

Taking control of your company's destiny starts with planning strategically from the beginning. How will you determine if your company has succeeded if you can't base its performance on a well-defined business strategy? A strategic plan, established at your venture's birth, helps crystalize the future of the organization--mapping a clear path from where the company stands today to where you wish it to be. Setting a business strategy enables you to develop absolute clarity on priorities, organize resources, and get better results than ever before. Renowned business author Brian Tracy has provided a simple path to creating the specific business strategy needed for your company's success. In Business Strategy, Tracy will help you discover how to: Ask the five key questions vital to any strategic plan Determine a corporate mission that lifts and inspires people Define themselves in relation to their competition Reposition their business with new products, services, and technology Anticipate crises, and more! Incorporating wide-ranging examples--from Alexander the Great to IBM to General Electric--this concise, practical guide gives readers proven ideas for increasing their company's bottom line and maximizing their strengths and opportunities. The path to success starts at the beginning!

The proven, effective strategy for reinventing your business in the age of ever-present disruption Disruption by digital technologies? That's not a new story. But what is new is the "wise pivot," a replicable strategy for harnessing disruption to survive, grow, and be relevant to the future. It's a strategy for perpetual reinvention across the old, now, and new elements of any business. Rapid recent advances in technology are forcing leaders in every business to rethink long-held beliefs about how to adapt to emerging technologies and new markets. What has become abundantly clear: in the digital age, conventional wisdom about business transformation no longer works, if it ever did. Based on Accenture's own experience of reinventing itself in the face of disruption, the company's real world client work, and a rigorous two-year study of thousands of businesses across 30 industries, Pivot to the Future reveals methodical and bold moves for finding and releasing new sources of trapped value-unlocked by bridging the gap between what is technologically possible and how technologies are being used. The freed value enables companies to simultaneously reinvent their legacy, and current and new businesses. Pivot to the Future is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth, with the courage to understand that a wise pivot strategy is not a one-time event, but a commitment to a future of perpetual reinvention, where one pivot is followed by the next and the next.

A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.

Add 30% to Your Bottom Line by Breaking Down Silos

How Capitalism Excels : Case Studies in Living Asset Management

How Courageous Companies Thrive by Giving More Than They Take

Pivot to the Future

How to Profit From the Economic Collapse

How Creating Value for Others Built One of the World's Most Successful Companies

A Financial Times Best Business Book of the Year Named one of 10 Best New Management Books for 2022 by Thinkers50 "An advocate of sustainable capitalism explains how it's done" — The Economist "Polman's new book with the sustainable business expert Andrew Winston...argues that it's profitable to do business with the goal of making the world better." — The New York Times Named as recommended reading by Fortune's CEO Daily "...Polman has been one of the most significant chief executives of his era and that his approach to business and its role in society has been both valuable and path-breaking." — Financial Times The ex-Unilever CEO who increased his shareholders' returns by 300% while ensuring the company ranked #1 in the world for sustainability for eleven years running has, for the first time, revealed how to do it. Teaming up with Andrew Winston, one of the world's most authoritative voices on corporate sustainability, Paul Polman shows business leaders how to take on humanity's greatest and most urgent challenges—climate change and inequality—and build a thriving business as a result. In this candid and straight-talking handbook, Polman and Winston reveal the secrets of Unilever's success and pull back the curtain on some of the world's most powerful c-suites. Net Positive boldly argues that the companies of the future will profit by fixing the world's problems, not creating them. Together the authors explode our most prevalent corporate myths: from the idea that business' only function is to maximise profits, to the naïve hope that Corporate Social Responsibility will save our species from disaster. These approaches, they argue, are destined for the graveyard. Instead, they show corporate leaders how to make their companies "Net Positive"—thriving by giving back more to the world than they take. Net Positive companies unleash innovation, build trust, attract the best people, thrill customers, and secure lasting success, all by helping create stronger, more inclusive societies and a healthier planet. Heal the world first, they argue, and you'll satisfy your investors as a result. With ambitious vision and compelling stories, Net Positive will teach you how to find the inner purpose and courage you need to embrace the only business model that will matter in the years ahead. You will learn how to lead

others and unlock your company's soul, while setting and delivering big and aggressive goals, and taking responsibility for all of your company's impacts. You'll find out the secrets to partnering with others, including your competition and critics, to drive transformative change from which you will prosper. You'll build a company that serves your people, your customers, your communities, your shareholders—and your children and grandchildren will thank you for it. Is this win-win for business and humanity too good to be true? Don't believe it. The world's smartest CEOs are already taking their companies on the Net Positive journey and benefitting as a result. Will you be left behind? Join the movement at netpositive.world

Millions of women are launching online businesses. *Power Up for Profits* is the first book written exclusively for women who want to leverage the power of the Internet to reach a global audience and build a successful business with integrity, heart, and massive success. Kathleen Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's taught thousands her internet marketing methods in seminars and trainings. For the first time, Gage's signature tips and techniques are organized into one easy to read book. Filled with step-by-step instructions, entertaining stories, and the heart centered business acumen women crave, *Power Up for Profits* includes state of the art information on blogging and social media website creation and traffic generation joint ventures and affiliate partnerships packaging information in products and services marketing strategy specifically for women entrepreneurs. If you relish the thought of how the Internet can help you share your message with the world, create a profitable business, and enjoy the freedom of entrepreneurship, *Power Up for Profits* is the book for you. "Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)."

Suzanne Evans - Suzanne Evans Coaching "Follow these simple steps and become the successful, prosperous, and happy business owner you are meant to be!"

Janet Bray Attwood - New York Times Bestselling Author - *The Passion Test*

"Simply enlightening...gives you a step-by-step process to create a great big beautiful impact for your clients... and in your bank account, too. Read it!" Dr. Joe Vitale - Bestselling author - *Hypnotic Writing* "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice and watch your profits soar." Peggy McColl - New York Times Bestselling Author -

Dynamic Destinies Inc. "For the first time, a book outlines in simple, easy-to-understand, and usable terms, the most powerful yet overlooked combination of true spiritual principles and sound marketing strategies." Eva Gregory - Leading Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a perfect - and profitable - expression of YOU!" Kendall SummerHawk - International Association of Women in Coaching

Marriage is great, but it's not forever. It's until death do us part. Then come eternal rewards or regrets depending on how we spent our lives. In his latest book, Francis Chan joins together with his wife Lisa to address the question many couples wonder at the altar: "How do I have a healthy marriage?" Setting aside typical topics on marriage, Francis and Lisa dive into Scripture to understand

what it means to have a relationship that satisfies the deepest parts of our souls. In the same way Crazy Love changed the way we saw our personal relationship with God, You and Me Forever: Marriage in Light of Eternity will radically shift the way we see one of the most important relationships in our life. Jesus was right. We have it all backwards. The way to have a great marriage is by not focusing on marriage. Whether you are single, dating or married, You and Me Forever will help you discover the adventure that you were made for and learn how to thrive in it. 100% of the net proceeds from this book will support various ministries including those that help provide shelter and rehabilitation for thousands of children and exploited women around the world. For more information, please visit: youandmeforever.org

People Over Profit

Grow the Pie

You and Me Forever: Marriage in Light of Eternity

Why Some Companies Make the Leap...And Others Don't

Business Strategy (The Brian Tracy Success Library)

The Elite Charade of Changing the World

The Smart Woman's Guide to Online Marketing