

Read Book Hbrs 10 Must Reads On Strategic Marketing With Featured Article Marketing Myopia By Theodore Levitt Pdf For Free

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Ashley Goodall) HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article “Why the Lean Startup Changes Everything” by Steve Blank) HBR's 10 Must Reads for New Managers (with bonus article “How Managers Become Leaders” by Michael D. Watkins) (HBR's 10 Must Reads) Hbr's 10 Must Reads on Teams (with Featured Article "the Discipline of Teams," by Jon R. Katzenbach and Douglas K. Smith) HBR's 10 Must Reads on Leadership (with Featured Article "What Makes an Effective Executive," by Peter F. Drucker) HBR's 10 Must Reads on Lifelong Learning (with bonus article "The Right Mindset for Success" with Carol Dweck) Hbr's 10 Must Reads on Collaboration (with Featured Article "social Intelligence and the Biology of Leadership," by Daniel Goleman and Richard Boyatz) On Diversity

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Nonprofits and the social sectors are taking on an increasing share of the world's most vital work. Make sure your organization is ready for the challenge. If you read nothing else on nonprofits and the social sectors, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you align your organization's mission and strategy, deliver immediate impact, and create lasting change. This book will inspire you to: Choose

the right problem to solve Understand when the best practices of for-profits don't apply Assemble an engaged and goal-driven board of directors Make the most of for-profit initiatives and corporate partnerships Drive demand, scale up, and be ready to change course Learn from the success stories of the world's most respected nonprofit leaders This collection of articles includes "Lofty Missions, Down-to-Earth Plans," by V. Kasturi Rangan; "What Business Can Learn from Nonprofits," by Peter F. Drucker; "Life's Work: An Interview with Desmond Tutu"; "Are You Solving the Right Problem?" by Dwayne Spradlin; "Life's Work: An Interview with George Mitchell"; "Enterprising Nonprofits," by J. Gregory Dees; "Life's Work: An Interview with Wynton Marsalis"; "State Street's CEO on Creating Employment for At-Risk Youths," by Joseph Hooley; "Life's Work: An Interview with Salman Khan"; "Do Better at Doing Good," by V. Kasturi Rangan, Sohel Karim, and Sheryl K. Sandberg; "AEI's President on Measuring the Impact of Ideas," by Arthur C. Brooks; "Life's Work: An Interview with Michelle Bachelet"; "The New Work of the Nonprofit Board," by Barbara E. Taylor, Richard P. Chait, and Thomas P. Holland; "Life's Work: An Interview with Bill T. Jones"; "Reaching the World's Poorest Consumers," by Muhammad Yunus, Frederic Dalsace, David Menasce, and Benedicte Faivre-Tavignot; "Life's Work: An Interview with Muhammad Yunus"; and "Audacious Philanthropy: Lessons from 15 World-Changing Initiatives," by Susan Wolf Ditkoff and Abe Grindle. Is your business playing it safe—or taking the right risks? If you read nothing else on managing risk, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company make smart decisions and thrive, even when the future is unclear. This book will inspire you to: Avoid the most common errors in risk management Understand the three distinct categories of risk and tailor your risk-management processes accordingly Embrace uncertainty as a key element of breakthrough innovation Adopt best practices for mitigating

political threats Upgrade your organization's forecasting capabilities to gain a competitive edge Detect and neutralize cyberattacks originating inside your company This collection of articles includes "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "How to Build Risk into Your Business Model," by Karan Girotra and Serguei Netessine; "The Six Mistakes Executives Make in Risk Management," by Nassim N. Taleb, Daniel G. Goldstein, and Mark W. Spitznagel; "From Superstorms to Factory Fires: Managing Unpredictable Supply-Chain Disruptions," by David Simchi-Levi, William Schmidt, and Yehua Wei; "Is It Real? Can We Win? Is It Worth Doing?: Managing Risk and Reward in an Innovation Portfolio," by George S. Day; "Superforecasting: How to Upgrade Your Company's Judgment," by Paul J. H. Schoemaker and Philip E. Tetlock; "Managing 21st-Century Political Risk," by Condoleezza Rice and Amy Zegart; "How to Scandal-Proof Your Company," by Paul Healy and George Serafeim; "Beating the Odds When You Launch a New Venture," by Clark Gilbert and Matthew Eyring; "The Danger from Within," by David M. Upton and Sadie Creese; and "Future-Proof Your Climate Strategy," by Joseph E. Aldy and Gianfranco Gianfrate. Create and sustain a culture of learning. If you read nothing else on learning, read these 10 articles by experts in the field. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you keep your skills fresh and relevant, support continuous improvement on your team, and prepare everyone in the organization to thrive over the long term. This book will inspire you to: Cultivate relentless curiosity Magnify your strengths and make yourself indispensable Nurture a growth mindset in yourself and others Deliver actionable feedback to help every employee excel Transform today's failure into tomorrow's success Reimagine your employee-development program Build a learning organization This collection of articles includes "Learning to Learn," by Erika Andersen; "Making Yourself Indispensable," by John H. Zenger, Joseph R. Folkman,

and Scott K. Edinger; "Find the Coaching in Criticism," by Sheila Heen and Douglas Stone; "Teaching Smart People How to Learn," by Chris Argyris; "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "The Leader as Coach," by Herminia Ibarra and Anne Scoular; "Strategies for Learning from Failure," by Amy C. Edmondson; "Learning in the Thick of It," by Marilyn Darling, Charles Parry, and Joseph Moore; "Is Yours a Learning Organization?" by David A. Garvin, Amy C. Edmondson, and Francesca Gino; "Why Organizations Don't Learn," by Francesca Gino and Bradley Staats; "The Transformer CLO," by Abbie Lundberg and George Westerman; and "The Right Mindset for Success," an interview with Carol Dweck by Sarah Green Carmichael. 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. Business. As CEO, you set the tone for your organization. You establish priorities, anticipate and address challenges, champion and lead change efforts, set people up for success, and manage risk. You look at issues and trends to see how they'll affect your company internally, but also externally--in the larger context of your industry, your country, and your company's place in the global marketplace. You maintain a long-term view while simultaneously paying attention to short-term concerns. And though you may have a great senior executive team and a top-flight board, ultimately the responsibility rests on your shoulders.-- NEW from the bestselling HBR's 10 Must Reads series. Most teams underperform. Yours can beat the odds. If you read nothing

else on building better teams, 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 assemble and steer teams that get results. Leading experts such as Jon Katzenbach, Teresa Amabile, and Tamara Erickson provide the insights and advice you need to:

- Boost team performance through mutual accountability
- Motivate large, diverse groups to tackle complex projects
- Increase your teams' emotional intelligence
- Prevent decision deadlock
- Extract results from a bunch of touchy superstars
- Fight constructively with top-management colleagues

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Command the room--whether you're speaking to an audience of one or one hundred. If you read nothing else on public speaking and presenting, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you find your voice, persuade your listeners, and connect with audiences of any size. This book will inspire you to:

- Win hearts and minds--and approval for your ideas
- Conquer your nerves and speak with confidence
- Focus your message so that people really listen
- Establish trust with your audience by being your authentic self
- Use data and visuals to persuade more effectively
- Master the art of storytelling

This collection of articles includes "How to Give a Killer Presentation," by Chris Anderson; "How to Become an Authentic Speaker," by Nick Morgan; "Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee," by Bronwyn Fryer; "Connect, Then Lead," by Amy J.C. Cuddy, Matthew Kohut, and John Neffinger; "The Necessary Art of Persuasion," by Jay A. Conger;

"The Science of Pep Talks," by Daniel McGinn; "Get the Boss to Buy In," by Susan J. Ashford and James R. Detert; "The Organizational Apology," by Maurice E. Schweitzer, Alison Wood Brooks, and Adam D. Galinsky; "What's Your Story?" by Herminia Ibarra and Kent Lineback; "Visualizations That Really Work," by Scott Berinato; and "Structure Your Presentation Like a Story," by Nancy Duarte.

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. If you read nothing else on sales, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you understand how to create the conditions for sales success.-- Most teams underperform. Yours can beat the odds. If you read nothing else on building better teams, 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 assemble and steer teams that get results. Leading experts such as Jon Katzenbach, Teresa Amabile, and Tamara Erickson provide the insights and advice you need to:

- Boost team performance through mutual accountability
- Motivate large, diverse groups to tackle complex projects
- Increase your teams' emotional intelligence
- Prevent decision deadlock
- Extract results from a bunch of touchy superstars
- Fight constructively with top-management colleagues

You want the most important ideas on management all in one place. Now you can have them--in a set of HBR's 10 Must Reads, available as a 14-volume paperback boxed set or as an ebook set. We've

combed through hundreds of Harvard Business Review articles on topics such as emotional intelligence, communication, change, leadership, strategy, managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads Ultimate Boxed Set includes 14 bestselling collections: HBR's 10 Must-Reads on Leadership; HBR's 10 Must-Reads on Emotional Intelligence; HBR's 10 Must-Reads on Managing Yourself; HBR's 10 Must-Reads on Strategy; HBR's 10 Must-Reads on Change Management; HBR's 10 Must-Reads on Managing People; HBR's 10 Must Reads: The Essentials; HBR's 10 Must-Reads on Communication; HBR's 10 Must-Reads on Managing Across Cultures; HBR's 10 Must-Reads on Strategic Marketing; HBR's 10 Must-Reads on Teams; HBR's 10 Must-Reads on Innovation; HBR's 10 Must-Reads on Making Smart Decisions; and HBR's 10 Must-Reads on Collaboration. The HBR's 10 Must Reads Ultimate Boxed Set makes a smart gift for your team, colleagues, or clients. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Peter Drucker, Rosabeth Moss Kanter, John Kotter, Michael Porter, Daniel Goleman, Theodore Levitt, and Rita Gunther McGrath. The best entrepreneurs balance brilliant business ideas with a rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, 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 build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to: Understand what makes

entrepreneurial leaders tick Know what matters in a great business plan Adopt lean startup practices such as business model experimentation Be prepared for the race for scale in Silicon Valley Better understand the world of venture capital--and know what you'll get along with VC funding Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO This collection of articles includes "Hiring an Entrepreneurial Leader," by Timothy Butler; "How to Write a Great Business Plan," by William A. Sahlman; "Why the Lean Start-Up Changes Everything," by Steve Blank; "The President of SRI Ventures on Bringing Siri to Life," by Norman Winarsky; "In Search of the Next Big Thing," an interview with Marc Andreessen by Adi Ignatius; "Six Myths About Venture Capitalists," by Diane Mulcahy; "Chobani's Founder on Growing a Start-Up Without Outside Investors," by Hamdi Ulukaya; "Network Effects Aren't Enough," by Andrei Hagiu and Simon Rothman; "Blitzscaling," an interview with Reid Hoffman by Tim Sullivan; "Buying Your Way into Entrepreneurship," by Richard S. Ruback and Royce Yudkoff; and "The Founder's Dilemma," by Noam Wasserman. 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 Thomas H. Davenport to Michael E. Porter and company examples from Facebook to DHL, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Make stronger connections and build greater trust among people who work on multiple teams Engage customers and employees alike with the help of artificial intelligence Channel your outrage about sexual harassment in the workplace into effective action Consider how CEO activism can generate goodwill for your company--and weigh its risks Pair data with qualitative research to increase diversity in your organization Remain competitive in a hub economy by using your company's assets

and capabilities differently This collection of articles includes: "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Why Do We Undervalue Competent Management?" by Raffaella Sadun, Nicholas Bloom, and John Van Reenen; "Numbers Take Us Only So Far," by Maxine Williams; "The New CEO Activists," by Aaron K. Chatterji and Michael W. Toffel; "Artificial Intelligence for the Real World," by Thomas H. Davenport and Rajeev Ronanki; "Why Every Organization Needs an Augmented Reality Strategy," by Michael E. Porter and James E. Heppelmann; "Thriving in the Gig Economy," by Gianpiero Petriglieri, Susan Ashford, and Amy Wrzesniewski; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; and "Now What?" by Joan C. Williams and Suzanne LeBsock. Articles previously published in Harvard Business Review. A year's worth of management wisdom, all in one place. We've combed through the ideas, insights, and best practices from the past year of Harvard Business Review to help you get up to speed fast on the relevant concepts driving business today. Discover new ideas and sample the latest thinking of our vast array of management experts. Revisit these topics now to make sure your organization is incorporating the best, most up-to-date practices, or keep this book as a reference so you can turn to these memorable pieces when you need them the most. The collection includes articles on leadership, diversity, and strategy, as well as articles that will help you manage yourself and others. 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. NEW from the bestselling HBR's 10 Must Reads series. 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 styles
- Frame goals around common interests
- Build consensus and win support

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- 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 Rethink how your organization creates, delivers, and captures value--or risk becoming irrelevant. If you read nothing else on business model innovation, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reach new customers and stay ahead of your competitors by reinventing your business model. This book will inspire you to:

- Assess whether your core business model is going strong or running out of gas
- Fend off free and discount entrants to your market
- Reinvigorate growth by adding a second business model
- Adopt the practices of lean startups
- Develop a platform around your key products
- Make business model innovation an ongoing discipline within your organization

This collection of articles includes "Why Business Models Matter," by Joan Magretta; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "When Your Business Model Is in Trouble," an interview with Rita Gunther McGrath by Sarah Cliffe; "Four Paths to Business Model Innovation," by Karan Girotra and Serguei Netessine; "The Transformative Business Model," by Stelios Kavadias, Kostas Ladas, and Christoph Loch; "Competing Against Free," by David J. Bryce, Jeffrey H. Dyer, and Nile W. Hatch; "Why the Lean Start-Up Changes Everything," by Steve Blank; "Finding the Platform in Your Product," by Andrei Hagiu and Elizabeth J. Altman; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "When One Business Model Isn't Enough," by Ramon Casadesus-Masanell and Jorge Tarzijan; and "Reaching the Rich World's Poorest Consumers," by Muhammad Yunus, Frederic Dalsace, David Menasce, and Benedicte Faivre-Tavignot. 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. 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. How do the most resilient companies survive—and even thrive—during a slowdown? If you read nothing else on

surviving a tough economy and coming back stronger, read these 15 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company persevere through economic challenges and continue to grow while your competitors stumble. This book will inspire you to: Harness your resources to pull through a pandemic Learn the right lessons from previous recessions Minimize pain while cutting costs and managing risk Foster a healthy culture during anxious times Make smart moves to protect your own job Seize the opportunity to innovate and reinvent your business This collection of articles includes "Seize Advantage in a Downturn" by David Rhodes and Daniel Stelter; "How to Survive a Recession and Thrive Afterward: A Research Roundup" by Walter Frick; "How to Bounce Back from Adversity" by Joshua D. Margolis and Paul G. Stoltz; "Rohm and Haas's Former CEO on Pulling off a Sweet Deal in a Down Market" by Raj Gupta; "How to Be a Good Boss in a Bad Economy" by Robert I. Sutton; "Layoffs That Don't Break Your Company" by Sandra J. Sucher and Shalene Gupta; "Getting Reorgs Right" by Stephen Heidari-Robinson and Suzanne Heywood; "Reigniting Growth" by Chris Zook and James Allen; "Reinvent Your Business Model Before It's Too Late" by Paul Nunes and Tim Breene; "How to Protect Your Job in a Recession" by Janet Banks and Diane Coutu; "Learning from the Future" by J. Peter Scoblic; "5 Ways to Stimulate Cash Flow in a Downturn" by Eddie Yoon and Christopher Lochhead; "The Case for M&A in a Downturn" by Brian Salsberg; "Include Your Employees in Cost-Cutting Decisions" by Patrick Daoust and Paul Simon; and "Preparing Your Business for a Post-Pandemic World" by Carsten Lund Pedersen and Thomas Ritter. 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

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hundreds of Harvard Business Review articles and selected the most important ones to help you get your message across—whether you're speaking face-to-face or connecting with someone across the world. With insights from leading experts including Erin Meyer, Heidi Grant, and Douglas Stone, this book will inspire you to:

- Power your organization through conversation
- Unlock value in your organization by asking better questions
- Improve your ability to give—and receive—advice
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- Spark collaboration, learning, and innovation using digital tools

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solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to: Understand how the rules of corporate competition translate to the healthcare sector Craft a vision for an uncertain future Segment your market to better serve diverse patient populations Achieve the best health outcomes--at the lowest cost Learn what disruptive innovation means for healthcare Use the Balanced Scorecard to measure your progress This collection of articles includes "What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee. Do you have the right strategy to lead your company into the future? More of the ideas you want, from the authors you trust. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you combat new competitors and ensure that you can define--and execute--the best strategy for your company. With insights from leading experts, this book will inspire you to: Choose a strategy that

best meets the demands of your competitive environment Generate economic value for your company, while also producing value for society Create and capture new markets--and break free of old ones See the growing relevance of data analytics in your organization Transform your products and services into platforms Identify the signals of future disruption and take steps to avoid it 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. Come back from every setback a stronger and better leader If you read nothing else on mental toughness, read these ten 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 build your emotional strength and resilience--and to achieve high performance. This book will inspire you to: Thrive on pressure like an Olympic athlete Manage and overcome negative emotions by acknowledging them Plan short-term goals to achieve long-term aspirations Surround yourself with the people who will push you the hardest Use challenges to become a better leader Use creativity to move past trauma Understand the tools your mind uses to recover from setbacks. This collection of articles includes "How the Best of the Best Get Better and Better," by Graham Jones; "Crucibles of Leadership," by Warren G. Bennis and Robert J. Thomas; "Building Resilience," by Martin E.P. Seligman; "Cognitive Fitness," by Roderick Gilkey and Clint Kilts; "The Making of a Corporate Athlete," by Jim Loehr and Tony Schwartz; "Stress Can Be a Good Thing If

You Know How to Use It," by Alla Crum and Thomas Crum; "How to Bounce Back from Adversity," by Joshua D. Margolis and Paul G. Stoltz; "Rebounding from Career Setbacks," by Mitchell Lee Marks, Philip Mirvis, and Ron Ashkenas; "Realizing What You're Made Of," by Glenn E. Mangurian; "Extreme Negotiations," by Jeff Weiss, Aram Donigian, and Jonathan Hughes; and "Post-Traumatic Growth and Building Resilience," by Martin Seligman and Sarah Green Carmichael. You can change your company's culture. Organizational culture often feels like something that has a life of its own. But leaders are the stewards of a company's culture and have the power to shape and even change it. If you read nothing else on building a better organizational culture, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you identify where your culture can be improved, communicate change, and anticipate and address implementation challenges. This book will inspire you to: See what your company culture is currently like--and what it could be Explore your company's emotional culture Gather input on what needs to be fixed or initiated Improve collaboration Foster a culture of trust Articulate the new culture's mission, values, and expectations Deal with resistance and roadblocks This collection of articles includes "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "Manage Your Emotional Culture," by Sigal Barsade and Olivia A. O'Neill; "The Neuroscience of Trust," by Paul J. Zak; "Creating a Purpose-Driven Organization," by Robert E. Quinn and Anjan V. Thakor; "Creating the Best Workplace on Earth," by Rob Goffee and Gareth Jones; "Cultural Change That Sticks," by Jon R. Katzenbach, Ilona Steffen, and Caroline Kronley; "How to Build a Culture of Originality," by Adam Grant; "When Culture Doesn't Translate," by Erin Meyer; "Culture Is Not the Culprit," by Jay W. Lorsch and Emily Gandhi; "Conquering a Culture of Indecision," by Ram Charan; and "Radical Change, the Quiet Way," by Debra E. Meyerson. NEW

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- Forge strong relationships up, down, and across the organization
- Build a collaborative culture
- Bust silos
- Harness informal knowledge sharing
- Pick the right type of collaboration for your business
- Manage conflict wisely
- Know when not to collaborate

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Keep shareholders happy and manage for the long term. Earning a board seat is a rite of passage. But directors must juggle many responsibilities, from steering company strategy, managing risk, and appointing leaders to setting the right incentives, meeting shareholder expectations, and dealing with activist investors. How do you balance it all? If you read nothing else on boards, 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 set your board up for success. This book will inspire you to:

- Ensure you have directors who can meet company goals
- Establish a robust succession-planning process
- Encourage the risk-taking that will generate breakthrough innovation
- Prioritize the health of the enterprise without neglecting shareholders
- Provide the critical support a new CEO needs

to succeed Ignite nonprofit board members by engaging them in work that matters Take on the world's toughest economic, social, and environmental problems This collection of articles includes "What Makes Great Boards Great," by Jeffrey A. Sonnenfeld; "Building Better Boards," by David A. Nadler; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; "The New Work of the Nonprofit Board," by Barbara E. Taylor, Richard P. Chait, and Thomas P. Holland; "Dysfunction in the Boardroom," by Boris Groysberg and Deborah Bell; "The Board's New Innovation Imperative," by Linda A. Hill and George Davis; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Ending the CEO Succession Crisis," by Ram Charan; "Comp Targets That Work," by Radhakrishnan Gopalan, John Horn, and Todd Milbourn; and "Sustainability in the Boardroom," by Lynn S. Paine. 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.

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- Figure out what business you're

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Join forces with others inside and outside your organization to solve your toughest problems. If you read nothing else on collaborating 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 work more productively with people on your team, in other departments, and in other organizations. Leading experts such as Daniel Goleman, Herminia Ibarra, and Morten Hansen provide the insights and advice you need to: Forge strong relationships up, down, and across the organization Build a collaborative culture Bust silos Harness informal knowledge sharing Pick the right type of collaboration for your business Manage conflict wisely Know when not to collaborate The path to your professional success starts with a critical look in the mirror. If you read nothing else on managing yourself, read these 10 articles (plus the bonus article "How Will You Measure Your Life?" by Clayton M. Christensen). We've combed through hundreds of Harvard Business Review articles to select the most important ones to help you maximize yourself. HBR's 10 Must Reads on Managing Yourself will inspire you to: Stay engaged throughout your 50+-year work life Tap into your deepest values Solicit candid feedback Replenish physical and mental energy Balance work, home, community, and self Spread positive energy throughout your organization

Rebound from tough times Decrease distractibility and frenzy Delegate and develop employees' initiative This collection of best-selling articles includes: bonus article "How Will You Measure Your Life?" by Clayton M. Christensen, "Managing Oneself," "Management Time: Who's Got the Monkey?" "How Resilience Works," "Manage Your Energy, Not Your Time," "Overloaded Circuits: Why Smart People Underperform," "Be a Better Leader, Have a Richer Life," "Reclaim Your Job," "Moments of Greatness: Entering the Fundamental State of Leadership," "What to Ask the Person in the Mirror," and "Primal Leadership: The Hidden Driver of Great Performance." In today's competitive hiring market, you can't risk excluding or alienating talented employees--regardless of their gender, race, class, or physical ability. Bias can seep into the deepest corners of your workplace and hinder both the success of the people who hold marginalized identities and your organization as a whole. What sort of hiring procedures, employee development programs, and personnel policies can eradicate the biases that cause discrimination? One-day mandatory diversity seminars aren't enough. If you read nothing else on achieving diversity, 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 challenge your company's thinking--and infrastructure--on creating a culture that seeks and celebrates differences. This book will inspire you to: Understand and eradicate bias Break down unspoken barriers Attract, retain, and engage talent that represents many diverse identities Question how you think about and promote equality Establish company policies and practices that are inclusive Develop a culture that offers every employee equal access to opportunities for growth-- 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

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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.

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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. Becoming a manager for the first time means mastering a new set of business and personal skills. HBR's 10 Must Reads for New Managers Collection offers the ideas and strategies to help get you there. compilation offers insights from world-class experts on the topics most important to your success as a new manager, including assessing your team and enhancing its performance; developing your emotional intelligence and persuasion skills; navigating relationships with your employees, bosses, and peers; dealing with conflict; giving effective feedback; managing diverse teams; and fortifying your own physical and mental energy. If you read nothing else on leadership, read these definitive articles from Harvard Business Review. Leadership skills are not innate--they can be acquired and honed. HBR's 10 Must Reads on Leadership 2-Volume Collection provides enduring

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- Develop a more dynamic and sophisticated communication style
- Transform yourself from a problem solver to an agenda setter
- Embrace the challenges of adaptive work
- Draw strength from adversity
- Build trust with and among your fellow employees
- Inspire others to give their all

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- Identify your purpose and translate it into action
- Make time to learn—and stay relevant in a world of

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