

Bookmark File PDF HBR's 10 Must Reads 2018:
The Definitive Management Ideas Of The Year

From Harvard Business Review (with Bonus
Article Customer Loyalty Is Overrated) (HBR's 10
Must Reads)
**HBR's 10 Must Reads 2018: The
Definitive Management Ideas Of
The Year From Harvard Business
Review (with Bonus Article
Customer Loyalty Is Overrated)
(HBR's 10 Must Reads)**

The landscape of today's healthcare industry is constantly changing, and it's your job to lead your team to success. This collection from Harvard Business Review offers the ideas and strategies to help get you there. HBR's 10 Must Reads for Healthcare Leaders Collection includes the popular books HBR's 10 Must Reads on Leadership for Healthcare, HBR's 10 Must Reads on Strategy for Healthcare, HBR's 10 Must Reads on Innovation, and HBR's 10 Must Reads on Change Management. This unique compilation offers insights from world-class experts on making the leap from being a good practitioner to being a great leader, leading effectively through times of rapid change, and achieving the best healthcare outcomes at the lowest cost. The collection includes forty articles selected by HBR's editors from renowned thought leaders including Michael Porter, Peter Drucker, John Kotter, Rosabeth Moss Kanter, Jim Collins, W. Chan Kim, and Renee Mauborgne, plus the bonus article "Engaging Doctors in the Health Care Revolution," by Thomas H. Lee, MD,

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From Harvard Business Review (with Bonus Article Customer Loyalty Is Overrated) (HBR's 10 Must Reads) and Toby Cosgrove, MD. HBR's 10 Must Reads for Healthcare Leaders Collection is an invaluable resource for any doctor or hospital administrator looking to grow as a leader and to having a positive impact on colleagues and patients alike. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for leaders at every level. 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.

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

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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.

The definitive management ideas of the year from Harvard Business Review.

Build resilience in your company to weather the greatest crises. If you read nothing else on organizational resilience, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company prepare for and overcome disruption, social upheaval, and disaster. This book will inspire you to: Reposition your core business while launching a separate, disruptive business Build the ability to continually anticipate and adjust to emerging trends Prepare for the business implications of climate change Learn about the

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risks of hyperefficient businesses Develop organization
grit Rebound from a recession faster than your
competitors Lead your company through any kind of
crisis This collection of articles includes "How
Resilience Works" by Diane Coutu; "The Quest for
Resilience" by Gary Hamel and Liisa Valikangas;
"Disruptive Technologies: Catching the Wave" by
Joseph L. Bower and Clayton M. Christensen;
"Organizational Grit" by Thomas H. Lee and Angela L.
Duckworth; "Leading in Times of Trauma" by Jane E.
Dutton, Peter J. Frost, Monica C. Worline, Jacoba M.
Lilius, and Jason M. Kanov; "Learning from the
Future" by J. Peter Scoblic; "Leading a New Era of
Climate Action" by Andrew Winston; "The High Price
of Efficiency" by Roger L. Martin; "Reigniting Growth"
by Chris Zook and James Allen; "Global Supply Chains
in a Post-Pandemic World" by Willy C. Shih; and
"Roaring Out of Recession" by Ranjay Gulati, Nitin
Nohria, and Franz Wohlgezogen. HBR's 10 Must Reads
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new and experienced leaders alike. Leaders looking for
the inspiration that big ideas provide, both to accelera
their own growth and that of their companies, should
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the core topics that every ambitious manager needs to
know: leadership, strategy, change, managing people,
and managing yourself. Harvard Business Review has
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timeless advice that will be relevant regardless of an ever-changing business environment.

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 on Communication (with featured article "The Necessary Art of Persuasion," by Jay A. Conger)

HBR's 10 Must Reads 2019

HBR's 10 Must Reads on Managing Across Cultures (with featured article "Cultural Intelligence" by P. Christopher Earley and Elaine Mosakowski)

HBR's 10 Must Reads on Women and Leadership (with bonus article "Sheryl Sandberg: The HBR Interview")

What will it take to create a more gender-balanced workplace? If you read nothing else on leadership and gender at work, 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 understand where gender equality is today--and how far we still have to go. This book will inspire you to:

- Better understand the path women must take to leadership
- Learn the root causes of the barriers that exist for women in the workplace
- Check your own gender biases and distinguish between confidence and competence in your colleagues
- Manage a more effective gender-diversity program
- Recognize the issues women face when speaking up about bias or harassment
- Help women reenter the workforce after

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taking time off--and create opportunities for them to reach their ambitions. This collection of articles includes "Women and the Labyrinth of Leadership," by Alice H. Eagly and Linda L. Carli; "Do Women Lack Ambition?" by Anna Fels; "Women Rising: The Unseen Barriers," by Herminia Ibarra, Robin Ely, and Deborah Kolb; "Women and the Vision Thing," by Herminia Ibarra and Otilia Obodaru; "The Power of Talk: Who Gets Heard and Why," by Deborah Tannen; "The Memo Every Woman Keeps in Her Desk," by Kathleen Reardon; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev; "Now What?" by Joan C. Williams and Suzanne LeBsock; "The Battle for Female Talent in Emerging Markets," by Sylvia Ann Hewlett and Ripa Rashid; "Off-Ramps and On-Ramps: Keeping Talented Women on the Road to Success," by Sylvia Ann Hewlett and Carolyn Buck Luce; and "Sheryl Sandberg: The HBR Interview," by Sheryl Sandberg and Adi Ignatius.

If you read nothing else on managing people, read these definitive articles from Harvard Business Review. Managing people is fraught with challenges, even if you're a seasoned manager. HBR's 10 Must Reads on Managing People 2-Volume Collection provides enduring ideas and practical advice on managing people to help you handle these difficulties and maximize your employees' performance. Bringing together HBR's 10 Must Reads on Managing People, Vol. 1 and HBR's 10 Must Reads on Managing People, Vol. 2, this

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collection includes twenty articles selected by HBR's editors and features the indispensable article "Leadership That Gets Results" by Daniel Goleman. From timeless classics to the latest game-changing ideas from thought leaders Marcus Buckingham, W. Chan Kim, Renee Mauborgne, and more, HBR's 10 Must Reads on Managing People 2-Volume Collection will inspire you to: Tailor your management style to fit your people and organizational goals Give feedback the right way Support first-time managers Manage emotional culture on your team Push your people to collaborate and break silos Overcome organizational obstacles to effective management Manage up and across Manage your boss 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.

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare

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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

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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.

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

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

This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin Reid and Lakshmi Ramarajan; "Harnessing the Science of Persuasion," Robert B. Cialdini; "What Makes a Leader?" by Daniel Goleman; "The Authenticity Paradox," by Herminia Ibarra; "Managing Your Boss," by John J. Gabarro and John P. Kotter; "How

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From Harvard Business Review (with Bonus Article Customer Loyalty Is Overrated) (HBR's 10 Must Reads)
Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass; and BONUS ARTICLE: "How Managers Become Leaders," by Michael D. Watkins.
HBR's 10 Must Reads 2020

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

HBR's 10 Must Reads 2021

The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "The Feedback Fallacy" by Marcus Buckingham and Ashley Goodall)

HBR's 10 Must Reads on Leadership 2-Volume Collection

Change is the one constant in business, and we must adapt or face obsolescence. Yet certain challenges never go away. That's what makes this book "must read."

These are the 10 seminal articles by management's most influential experts, on topics of perennial concern to ambitious managers and leaders hungry for inspiration--and ready to run with big ideas to accelerate their own and their companies' success. If you read nothing else - full stop - read: Michael Porter on creating competitive advantage and distinguishing your company from rivals John Kotter on leading change through eight critical stages Daniel Goleman on using emotional intelligence to maximize performance Peter Drucker on managing your career by evaluating your own strengths and weaknesses Clay Christensen on orchestrating innovation within established organizations Tom

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From Harvard Business Review (with Bonus Article: Customer Loyalty Is Overrated), HBR's 10 Must Reads 2018:
Davenport on using analytics to determine how to keep your customers loyal Robert Kaplan and David Norton on measuring your company's strategy with the Balanced Scorecard Rosabeth Moss Kanter on avoiding common mistakes when pushing innovation forward Ted Levitt on understanding who your customers are and what they really want C. K. Prahalad and Gary Hamel on identifying the unique, integrated systems that support your strategy

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 Daniel Kahneman and company examples from P&G to Adobe, this volume brings the most current and important management conversations to your fingertips. This book will inspire you to:

**Reconsider what keeps your customers coming back
Create visualizations that send a clear message
Assess how quickly disruptive change is coming to your industry
Boost engagement by giving your employees the freedom to break the rules
Understand what blockchain is and how it will affect your industry
Get your product in customers' hands faster by accelerating your research and development phase**
This collection of articles includes "Customer Loyalty Is Overrated," by A.G. Lafley and Roger L. Martin; "Noise: How to Overcome the High, Hidden Cost of Inconsistent Decision Making," by Daniel Kahneman, Andrew M. Rosenfield, Linnea Gandhi, and Tom Blaser; "Visualizations That Really Work," by Scott Berinato; "Right Tech, Wrong Time," by Ron Adner and Rahul Kapoor; "How to Pay for Health Care," by Michael E. Porter and Robert S. Kaplan; "The Performance

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From Harvard Business Review (with Bonus Article: Customer Loyalty Is Overrated) (HBR's 10 Must Reads 2018), "Management Revolution," by Peter Cappelli and Anna Tavis; "Let Your Workers Rebel," by Francesca Gino; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev; "What So Many People Don't Get About the U.S. Working Class," by Joan C. Williams; "The Truth About Blockchain," by Marco Iansiti and Karim R. Lakhani; and "The Edison of Medicine," by Steven Prokesch.

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

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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 Lebsack.

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

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From Harvard Business Review (with Bonus Article, Customer Quality Is Overrated) (HBR's 10 Must Reads 2018): "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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The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "Persuading the Unpersuadable" By Adam Grant)

HBR's 10 Must Reads

HBR's 10 Must Reads on Managing People 2-Volume Collection

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

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Are analytics and technology a strategic part of your business? Artificial intelligence, platforms, algorithms, machine learning. Most business leaders know the value in advanced technologies. But how do you embed them into your business—and make them a key part of your strategy? HBR's 10 Must Reads Technology and Strategy Collection features innovative ideas to help you understand what new technologies offer, decide what business models are best for your business, and move forward with new innovations. Included in this seven-book set are: HBR's 10 Must Reads on AI, Analytics, and the New Machine Age HBR's 10 Must Reads on Business Model Innovation HBR's 10 Must Reads on Platforms and Ecosystems HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Design Thinking HBR's 10 Must Reads on Strategy HBR's 10 Must Reads on Strategy, Vol. 2 The collection includes seventy articles selected by HBR's editors from renowned thought leaders including Clayton M. Christensen, W. Chan Kim, Renee Mauborgne, and Thomas H. Davenport, plus the indispensable article "Why Every Company Needs an Augmented Reality Strategy" by Michael E. Porter and James E. Heppelmann. With HBR's 10 Must Reads Technology and Strategy Collection, you can bridge the divide between your digital and strategic efforts, and ensure your business is on the cutting edge. 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

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Michael Raynor, and Rory McDonald; "How Indra Nooyi Turned Design Thinking into Strategy," an interview with Indra Nooyi by Adi Ignatius; "Engineering Reverse Innovations," by Amos Winter and Vijay Govindarajan; "The Employer-Led Health Care Revolution," by Patricia A. McDonald, Robert S. Mecklenburg, and Lindsay A. Martin; "Getting to Sí, Ja, Oui, Hai, and Da," by Erin Meyer; "The Limits of Empathy," by Adam Waytz; "People Before Strategy: A New Role for the CHRO," by Ram Charan, Dominic Barton, and Dennis Carey; and "Beyond Automation," by Thomas H. Davenport and Julia Kirby.

From the Nobel Prize-winning author of *Thinking, Fast and Slow* and the coauthor of *Nudge*, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force" (*New York Times*). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In *Noise*, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show

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the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made *Thinking, Fast and Slow* and *Nudge* groundbreaking New York Times bestsellers, *Noise* explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

Is your company spending too much time on strategy development—with too little to show for it? If you read nothing else on strategy, read these 10 articles (featuring “What Is Strategy?” by Michael E. Porter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you catalyze your organization's strategy development and execution. HBR's 10 Must Reads on Strategy will inspire you to:

- Distinguish your company from rivals
- Clarify what your company will and won't do
- Craft a vision for an uncertain future
- Create blue oceans of uncontested market space
- Use the Balanced Scorecard to measure your strategy
- Capture your strategy in a memorable phrase
- Make priorities explicit
- Allocate resources early
- Clarify decision rights for faster decision making

This collection of best-selling articles includes: featured article “What Is Strategy?” by Michael E. Porter, “The Five

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Must Reads) "Competitive Forces That Shape Strategy," "Building Your

Company's Vision," "Reinventing Your Business Model,"

"Blue Ocean Strategy," "The Secrets to Successful

Strategy Execution," "Using the Balanced Scorecard as

a Strategic Management System," "Transforming Corner-

Office Strategy into Frontline Action," "Turning Great

Strategy into Great Performance," and "Who Has the D?

How Clear Decision Roles Enhance Organizational

Performance."

HBR's 10 Must Reads for Executives 8-Volume

Collection

HBR's 10 Must Reads on Leadership Lessons from

Sports (featuring interviews with Sir Alex Ferguson,

Kareem Abdul-Jabbar, Andre Agassi)

HBR's 10 Must Reads on Leadership, Vol. 2 (with bonus

article "The Focused Leader" By Daniel Goleman)

HBR's 10 Must Reads for Healthcare Leaders Collection

Stop pushing products. Start empowering your

salespeople cultivating relationships with

the right customers. In today's economy,

companies are fighting tooth and nail for

their customers' attention. Hyper-informed

buyers with more options are making

purchasing decisions faster than ever. How

can you optimize your marketing operations

and sales teams and so your offerings can get

through and rise to the top? HBR's 10 Must

Reads for Sales and Marketing Collection

offers the ideas and strategies to help you

get there. Included in this set are HBR's 10

Must Reads on Sales, HBR's 10 Must Reads on

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Negotiation, and HBR's 10 Must Reads on Public Speaking and Presenting. This compilation offers insights from world-class experts on the topics including enhancing the joint performance of sales and marketing; motivating your sales force; getting a clear view of your brand's strengths and weaknesses; setting the stage for a successful negotiation; and communicating with clarity and impact. It includes fifty articles selected by HBR's editors from renowned thought leaders such as Andris Zoltners, Theodore Levitt, and Deborah Tannen, and features the indispensable article "How to Give a Killer Presentation" by Chris Anderson. It's time to establish, sustain, and extend your next groundbreaking sales and marketing initiative. HBR's 10 Must Reads for Sales and Marketing Collection will lead you there. 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

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each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Revitalize your company and roar out of the recession. We're facing the second major global downturn in a decade. To survive, companies must balance managing the crisis in the short term with innovation and reinvention to return to growth in a changed world. HBR's 10 Must Reads for the Recession Collection offers the ideas and strategies you need to lead your company on the path to renewal. Included in this set are: HBR's 10 Must Reads on Managing in a Downturn (Expanded Edition) HBR's 10 Must Reads on Organizational Resilience HBR's 10 Must Reads on Managing Risk HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Business Model Innovation HBR's 10 Must Reads on Change Management It includes 60 articles selected by HBR's editors from renowned thought leaders such as Clayton Christensen, John Kotter, Rita Gunther McGrath, W. Chan Kim, and Renee Mauborgne, and features the indispensable articles "Global Supply Chains in a Post-Pandemic World" by Willy Shih and "Roaring Out of Recession" by Nitin Nohria and Ranjay Gulati. It's time for companies to be bold in the face extraordinary headwinds. HBR's 10 Must Reads for the Recession Collection will help you face them. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the

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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.

Hbr's 10 Must Reads 2018
The Definitive Management Ideas of the Year from Harvard Business Review with Bonus Article Customer Loyalty Is Overrated By A.G. Lafley and Roger L
Business.

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

HBR's 10 Must Reads on Technology and Strategy Collection (7 Books)

The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "Customer Loyalty Is Overrated") (HBR's 10 Must Reads)

HBR's 10 Must Reads 2018

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

Ignite the creative spark within your team.

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For your company to stand out in today's competitive environment, you need to be original. You need to have fresh ideas, exciting products and offerings, and a willingness to experiment. And that starts at the team level. HBR's 10 Must Reads for Creative Teams Collection provides expert advice on how to foster curiosity, encourage better collaboration, and use design thinking to change the way you brainstorm, test, and execute new ideas. Included in this seven-book set are: HBR's 10 Must Reads on Creativity HBR's 10 Must Reads on Teams HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Building a Great Culture HBR's 10 Must Reads on Design Thinking HBR's 10 Must Reads on Managing People HBR's 10 Must Reads on Managing People, Vol. 2 The collection includes seventy articles selected by HBR's editors from renowned thought leaders including Marcus Buckingham, Adam Grant, Francesca Gino, and Indra Nooyi, plus the indispensable article "How Pixar Fosters Collective Creativity" by Ed Catmull. With HBR's 10 Must Reads for Creative Teams Collection, you can break free from the usual and capitalize on originality. HBR's 10 Must Reads paperback series is the definitive

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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.

Put an end to miscommunication and inefficiency—and tap into the strengths of your diverse team. If you read nothing else on managing across cultures, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you manage culturally diverse employees, whether they're dispersed around the world or you're working with a multicultural team in a single location. This book will inspire you to: Develop your cultural intelligence Overcome conflict on a team where cultural norms differ Adopt a common language for

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more efficient communication Use the diverse perspectives of your employees to find new business opportunities Take varying cultural practices into account when resolving ethical issues Accommodate and plan for your expatriate employees This collection of articles includes "Cultural Intelligence," by P. Christopher Earley and Elaine Mosakowski; "Managing Multicultural Teams," by Jeanne Brett, Kristin Behfar, and Mary C. Kern; "L'Oreal Masters Multiculturalism," by Hae-Jung Hong and Yves Doz; "Making Differences Matter: A New Paradigm for Managing Diversity," by David A. Thomas and Robin J. Ely; "Navigating the Cultural Minefield," by Erin Meyer; "Values in Tension: Ethics Away from Home," by Thomas Donaldson; "Global Business Speaks English," by Tsedal Neeley; "10 Rules for Managing Global Innovation," by Keeley Wilson and Yves L. Doz; "Lost in Translation," by Fons Trompenaars and Peter Woolliams; and "The Right Way to Manage Expats," by J. Stewart Black and Hal B. Gregersen.

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thinking driving business today. With authors from Michael E. Porter to Daniel Kahneman and company examples from P&G to Adobe, this volume brings the most current and important management conversations to your fingertips. This book will inspire you to:

- Reconsider what keeps your customers coming back*
- Create visualizations that send a clear message*
- Assess how quickly disruptive change is coming to your industry*
- Boost engagement by giving your employees the freedom to break the rules*
- Understand what blockchain is and how it will affect your industry*
- Get your product in customers' hands faster by accelerating your research and development phase*

This collection of articles includes "Customer Loyalty Is Overrated," by A.G. Lafley and Roger L. Martin; "Noise: How to Overcome the High, Hidden Cost of Inconsistent Decision Making," by Daniel Kahneman, Andrew M. Rosenfield, Linnea Gandhi, and Tom Blaser; "Visualizations That Really Work," by Scott Berinato; "Right Tech, Wrong Time," by Ron Adner and Rahul Kapoor; "How to Pay for Health Care," by Michael E. Porter and Robert S. Kaplan; "The Performance Management Revolution," by Peter Cappelli and Anna Tavis; "Let Your Workers Rebel," by

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Francesca Gino; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev;

"What So Many People Don't Get About the U.S. Working Class," by Joan C. Williams;

"The Truth About Blockchain," by Marco Iansiti and Karim R. Lakhani; and "The Edison of Medicine," by Steven Prokesch.

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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. HBR's 10 Must Reads on Strategy for Healthcare (featuring articles by Michael E. Porter and Thomas H. Lee, MD) HBR's 10 Must Reads on Boards (with bonus article "What Makes Great Boards Great" by Jeffrey A. Sonnenfeld) HBR's 10 Must Reads on Managing People, Vol. 2 (with bonus article "The Feedback Fallacy" by Marcus Buckingham and Ashley

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*5 Years of Must Reads from HBR: 2020
Edition (5 Books)*

*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.
We've combed through hundreds of Harvard
Business Review articles on strategy,
change leadership, managing people, and
managing yourself and selected the most
important ones to help you maximize your
performance. This six-title collection
includes only the most critical articles
from the world's top management experts,
curated from Harvard Business Review's
rich archives. We've done the work of
selecting them so you won't have to. These
books are packed with enduring advice from
the best minds in business such as:
Michael Porter, Clayton Christensen, Peter
Drucker, John Kotter, Daniel Goleman, Jim
Collins, Ted Levitt, Gary Hamel, W. Chan
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from management's most influential experts. Once you've read these definitive articles, you can delve into each core topic the series explores: managing yourself, managing people, leadership, strategy, and change management. HBR's 10 Must Reads on Managing Yourself The path to your professional success starts with a critical look in the mirror. Here's how to stay engaged throughout your 50-year work life, tap into your deepest values, solicit candid feedback, replenish your physical and mental energy, and rebound from tough times. This book includes the bonus article "How Will You Measure Your Life?" by Clayton M. Christensen. HBR's 10 Must Reads on Managing People Managing your employees is fraught with challenges, even if you're a seasoned pro. Boost their performance by tailoring your management styles to their temperaments, motivating with responsibility rather than money, and fostering trust through solicited input. This book includes the bonus article "Leadership That Gets Results," by Daniel Goleman. HBR's 10 Must Reads on Leadership Are you an extraordinary leader—or just a good manager? Learn how to motivate others to excel, build your team's confidence, set direction, encourage smart risk-taking, credit others for your success,

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and draw strength from adversity. This book includes the bonus article "What Makes an Effective Executive," by Peter F. Drucker. HBR's 10 Must Reads on Strategy Is your company spending too much time on strategy development, with too little to show for it? Discover what it takes to distinguish your company from rivals, clarify what it will (and won't) do, create blue oceans of uncontested market space, and make your priorities explicit so employees can realize your vision. This book includes the bonus article "What Is Strategy?" by Michael E. Porter. HBR's 10 Must Reads on Change Management Most companies' change initiatives fail—but yours can beat the odds. Learn how to overcome addiction to the status quo, establish a sense of urgency, mobilize commitment and resources, silence naysayers, minimize the pain of change, and motivate change even when business is good. This book includes the bonus article "Leading Change," by John P. Kotter. About the HBR's 10 Must Reads Series: 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

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success of every manager. Each book is packed with advice and inspiration from the best minds in business.

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

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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. You want the most important ideas for executives all in one place. Now you can have them—in a set of HBR's 10 Must Reads, available as an 8-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 for Executives Boxed Set includes 8 bestselling collections: HBR's 10 Must

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A year's worth of management wisdom, all

in one place. We've reviewed the ideas,

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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 Marcus Buckingham to Amy Edmondson and company examples from Lyft to Disney, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Rethink whether constant, candid feedback really helps employees thrive Move beyond diversity and inclusion to creating a racially just workplace Adopt connected strategies that anticipate your customers' needs Navigate the challenges of dual-career relationships Understand when data creates competitive advantage—and when it doesn't Break through the organizational barriers that impede AI initiatives Lead in a new era of climate action This collection of articles includes “The Feedback Fallacy,” by Marcus Buckingham and Ashley Goodall; “Cross-Silo Leadership,” by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; “Toward a Racially Just Workplace,” by Laura Morgan Roberts and Anthony J. Mayo; “The Age of Continuous Connection,” by Nicolaj Siggelkow and Christian Terwiesch; “The Hard Truth about Innovative Cultures,” by

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"How Dual-Career Couples Make It Work," by
Jennifer Petriglieri; "Building the AI-
Powered Organization," by Tim Fountaine,
Brian McCarthy, and Tamim Saleh; "Leading
a New Era of Climate Action," by Andrew
Winston; and "That Discomfort You're
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**A year's worth of management wisdom, all in
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Harvard Business Review to keep you up to date on the most cutting-edge, influential thinking driving business today. With authors from Francesca Gino to Adam Grant and company examples from Pfizer to Microsoft, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to:

- Adopt the best practices for creating a truly flexible workplace**
- Refocus your strategy to prioritize the few initiatives with the greatest potential impact**
- Navigate the challenges of role transitions—and learn how those in changing roles can get up to speed faster**
- Implement diversity training that will help employees overcome bias and commit to improvement**
- Overcome roadblocks during the innovation process so rapid experimentation will pay off**
- Lead with a commitment to sustainability**

This collection of articles includes "The Future of Flexibility at Work," by Ellen Ernst Kossek, Patricia Gettings, and Kaumudi Misra; "Eliminate Strategic Overload," by Felix Oberholzer-Gee; "Drive Innovation with Better Decision-Making," by Linda A. Hill, Emily Tedards, and Taran Swan; "Unconscious Bias Training that Works," by Francesca Gino and Katherine Coffman; "Why You Aren't Getting More from Your Marketing AI," by Eva Ascarza, Michael Ross, and Bruce G.S. Hardie; "Net Promoter 3.0," by Fred Reichheld, Darci Darnell, and Maureen Burns; "How Chinese Retailers are Reinventing the Customer Journey," by Mark J. Greeven, Katherine Xin, and George S. Yip; "The

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"How to Succeed Quickly in a New Role," by Rob
Cross, Greg Pryor, and David Sylvester;
"Accounting for Climate Change," by Robert S.
Kaplan and Karthik Ramanna; and **"Persuading
the Unpersuadable,"** by Adam Grant.

In his defining work on emotional intelligence, bestselling author Daniel Goleman found that it is twice as important as other competencies in determining outstanding leadership. If you read nothing else on emotional intelligence, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you boost your emotional skills—and your professional success. This book will inspire you to: Monitor and channel your moods and emotions Make smart, empathetic people decisions Manage conflict and regulate emotions within your team React to tough situations with resilience Better understand your strengths, weaknesses, needs, values, and goals Develop emotional agility This collection of articles includes: "What Makes a Leader" by Daniel Goleman, "Primal Leadership: The Hidden Driver of Great Performance" by Daniel Goleman, Richard Boyatzis, and Annie McKee, "Why It's So Hard to Be Fair" by Joel Brockner, "Why Good Leaders Make Bad Decisions" by Andrew Campbell, Jo Whitehead, and Sydney Finkelstein, "Building the Emotional Intelligence of Groups" by Vanessa Urch

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- **Create products that perform the jobs people need to get done**
- **Get a bird's-eye view of your brand's strengths and weaknesses**
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throughout the years to learn how their success
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athletes, coaches, and leadership experts.**

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performance. This book will inspire you to:
Improve on your weaknesses, not just your
strengths Take care of your body for sustained
mental performance Increase your confidence
and manage your energy before an important
event Turn a struggling team around
Understand the limits of performance metrics
Focus on long-term goals to overcome setbacks
Understand where the analogy of sports and
business doesn't work This collection of articles
includes "Ferguson's Formula," by Anita Elberse
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Interview with Greg Louganis"; "The Making of
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Around," by Bill Parcells; "How an Olympic Gold Medalist Learned to Perform Under Pressure: An Interview with Alex Gregory"; "Mental Preparation Secrets of Top Athletes, Entertainers, and Surgeons," an interview with Daniel McGinn by Sarah Green Carmichael; "SoulCycle's CEO on Sustaining Growth in a Faddish Industry," by Melanie Whelan; "Life's Work: An Interview with Kareem Abdul-Jabbar"; "Major League Innovation," by Scott D. Anthony; "Looking Past Performance in Your Star Talent," by Mark de Rond, Adrian Moorhouse, and Matt Rogan; "Life's Work: An Interview with Mikhail Baryshnikov"; "How the Best of the Best Get Better and Better," by Graham Jones; "Life's Work: An Interview with Joe Girardi"; "Why There Is an I in Team," by Mark de Rond; "Life's Work: An Interview with Andre Agassi"; and "Why Sports Are a Terrible Metaphor for Business," by Bill Taylor.

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The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "Now What?" by Joan C. Williams and Suzanne LeBsock) (HBR's 10 Must Reads)

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Use design thinking for competitive advantage. If you read nothing else on design thinking, read these 10

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articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you use design thinking to produce breakthrough innovations and transform your organization. This book will inspire you to: Identify customers' "jobs to be done" and build products people love Fail small, learn quickly, and win big Provide the support design-thinking teams need to flourish Foster a culture of experimentation Sharpen your own skills as a design thinker Counteract the biases that perpetuate the status quo and thwart innovation Adopt best practices from design-driven powerhouses This collection of articles includes "Design Thinking," by Tim Brown; "Why Design Thinking Works," by Jeanne M. Liedtka; "The Right Way to Lead Design Thinking," by Christian Bason and Robert D. Austin; "Design for Action," by Tim Brown and Roger L. Martin; "The Innovation Catalysts," by Roger L. Martin; "Know Your Customers' 'Jobs to Be Done,'" by Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan; "Engineering Reverse Innovations," by Amos Winter and Vijay Govindarajan; "Strategies for Learning from Failure," by Amy C. Edmondson; "How Indra Nooyi Turned Design Thinking into Strategy," by Indra Nooyi and Adi Ignatius, and "Reclaim Your Creative Confidence," by Tom Kelley and David Kelley. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted

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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.

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