

Harvard Business School Case Study Solutions Nec

"You've got a great idea that will increase revenue or productivity—but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that!"--

How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case. This book provides a framework for building a business case. You'll learn how to: Clearly define the opportunity you'll want to address in your business case Identify and analyze a range of alternatives Recommend one option and assess its risks Create a high-level implementation plan for your proposed alternative Communicate your case to key stakeholders

Written with the cooperation of Harvard Business School, an instructive and inspiring book for anyone who dreams of starting a highly profitable business In 1998, three Harvard Business School graduates—two men and one woman—turned down six-figure salaries at big corporations, bet on themselves, and launched their own new companies. By their ten-year reunion, their audacity had paid huge dividends. They'd made many millions of dollars, created hundreds of jobs—and left their mark on the world. Based on dozens of interviews with highly successful entrepreneurs, Harvard Business School professors, and HBS alumni, The Intelligent Entrepreneur tells the compelling and instructive story of how these three young founders developed ideas, assembled teams, built ventures, and achieved their dreams. Along the way, they learned that starting great companies requires much more than a ferocious work ethic or good timing. Their hard-won insights—distilled into ten key rules—will help anyone become a successful entrepreneur. What they teach you at Harvard Business School is that intelligent entrepreneurship can be learned. In that spirit, Bill Murphy Jr. uses a unique combination of vivid storytelling and lucid instruction to show would-be entrepreneurs how to improve their odds of creating dynamic, lasting businesses.

In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of "doing things right"—except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership—in business, the media, and academia. In Authentic Leadership Bill George makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from \$1.1 billion to \$460 billion, averaging 35% per year. George candidly recounts many of the toughest challenges he encountered -- from ethical dilemmas and battles with the FDA to his own development as a leader. He shows how to develop the five essential dimensions of authentic leaders—purpose, values, heart, relationships, and self-discipline. Authentic Leadership offers inspiring lessons to all who want to lead with heart and with compassion for those they serve. Bill George helps readers answer vital questions such as: What should I do when my personal values conflict with company business values? How do I make trade-offs between the needs of my customers, my employees, and my company's shareholders? Do I really want to devote my talents to business? Authentic Leadership provides a tested guide for character-based leaders and all those who have a stake in the integrity and success of our corporations.

The Case Study Handbook, Revised Edition
 Revolutionizing Innovation
 Authentic Leadership
 A Guide to Reimagining Your Business
 What They Teach You at Harvard Business School
 Driving Digital Strategy
 Inside the Harvard Business School

Europe and Russia are pushing against each other in a contest of economic doctrines and political ambitions, seemingly erasing the vision of cooperation that emerged from the end of the Cold War. Thane Gustafson argues that natural gas serves as a bridge over troubled geopolitical waters, uniting the region through common economic interests.

With The Firm, financial journalist Duff McDonald pulled back the curtain on consulting giant McKinsey & Company. In The Golden Passport, he reveals the inner works of a singular nexus of power, ambition, and influence: Harvard Business School. Harvard University still occupies a unique place in the public's imagination, but the Harvard Business School eclipsed its parent in terms of influence on modern society long ago. A Harvard degree guarantees respect. But a Harvard MBA near-guarantees entrance into Western capitalism's most powerful realm—the corner office. And because the School shapes the way its powerful graduates think, its influence extends well beyond their own lives. It affects the organizations they command, the economy they dominate, and society itself. Decisions and priorities at HBS touch every single one of us. Most people have a vague knowledge of the power of the HBS network, but few understand the dynamics that have made HBS an indestructible and dominant force for almost a century. Graduates of HBS share more than an alma mater. They also share a way of thinking about how the world should work, and they have successfully molded the world to that vision—that is what truly binds them together. In addition to teasing out the essence of this exclusive, if not necessarily “secret” club, McDonald explores two important questions: Has the school failed at reaching the goal it set for itself—the multiplication of men who will handle their current business problems in socially constructive ways? Is HBS complicit in the moral failings of Western capitalism? At a time of soaring economic inequality and growing political unrest, this hard-hitting yet fair portrait offers a much-needed look at an institution that has had a profound influence not just in the world of business but on the shape of our society—and on all our lives.

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire.A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane.This volume, tentatively titled "Growing for Broke and Other Stories From the Frontlines of Management" looks at growth strategy. How do you grow your business without sending it flying off the rails? When should you stick to your core? All this and more!

If you're enrolled in an executive education or MBA program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying, challenging, or downright frustrating.That's not surprising: cases are not expository writing and good ones are often nonlinear and even misleading in their presentation and organization. Apply the conventional approach to understanding business cases, and you may waste time (at best) and arrive at faulty understandings (at worst). In The Case Study Handbook, William Ellet presents a potent new approach for analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (solving a problem, making a decision, or forming an evaluation) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework.Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Extensive examples of effective and ineffective writing further reinforce your learning. The book also includes a chapter on how to talk about cases more effectively in class. The Case Study Handbook will be an indispensable learning aid for any current or prospective MBA or executive education student.--

Remote Work Revolution

Managing School Districts for High Performance

Developing a Business Case

Real Estate

Mastering The Art of Customer Engagement

Choosing Courage

The Best Digital Marketing Campaigns in the World

"We cannot change the cards we are dealt, just how we play the hand."---Randy Pausch A lot of professors give talks titled "The Last Lecture." Professors are asked to consider their demise and to ruminate on what matters most to them. And while they speak, audiences can't help but weep. Philip Delves Broughton quit his position as New York correspondent for The Daily Telegraph to take his place on one of the most-coveted and exclusive courses in the world - an MBA at Harvard Business School - to acquire the wisdom reserved for the world's global elite. And he did it in a class to graduation - encompassing the guest lectures, the Apprentice-style tasks, the booze-luge, the burnouts and the high flyers - Delves Broughton divulges the advice, wisdom and folly he found whilst studying at the most prestigious business school in the world. 'Anyone can come to Harvard Business School' Economist 'Very funny. An excellent book' Wall Street Journal

Historian David Moss adapts the case study method made famous by Harvard Business School to revitalize our conversations about governance and democracy and show how the United States has often thrived on political conflict. These 19 cases ask us to weigh choices and come to our own conclusions. Natural Gas in a Redivided Europe Billions of Entrepreneurs Keeping Strategy on Track The Making of Five Courageous Leaders Why It Pays to Break the Rules at Work and in Life Making Change Stick The Intelligent Entrepreneur A WALL STREET JOURNAL BESTSELLER "Five gritty leaders whose extraordinary passion and perseverance changed history...a gripping read on a timeless and timely topic" —Angela Duckworth, #1 bestselling author of Grit An enthralling historical narrative filled with critical leadership insights, Forged in Crisis, by celebrated Harvard Business School historian Nancy Koehn, spotlights five masters of crisis: polar explorer Ernest Shackleton; President Abraham Lincoln; legendary abolitionist Frederick Douglass; Nazi-resisting clergyman Dietrich Bonhoeffer; and environmental crusader Rachel Carson. What do such disparate figures have in common? Why do their extraordinary stories continue to amaze and inspire? In delivering the answers to those questions, Nancy Koehn offers a remarkable template by which to judge those in our own time to whom the public has given its trust. She begins each of the book's five sections by showing her protagonist on the precipice of a great crisis: Shackleton marooned on an Antarctic ice floe; Lincoln on the verge of seeing the Union collapse; escaped slave Douglass facing possible capture; Bonhoeffer agonizing over how to counter absolute evil with faith; Carson racing against the cancer ravaging her in a bid to save the planet. The narrative then reaches back to each person's childhood and shows the individual growing—step by step—into the person he or she will ultimately become. Significantly, as we follow each leader's against-all-odds journey, we begin to glean an essential truth: leaders are not born but made. In a book dense with epiphanies, the most galvanizing one may be that the power to lead courageously resides in each of us. Whether it's read as a repository of great insight or as exceptionally rendered human drama, Forged in Crisis stands as a towering achievement.

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire.A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane.This volume, tentatively titled "Bob's Meltdown and Other Stories from the Frontlines of Management" looks at the most common issue in workplaces—employee behavior. What should you do when a star employee loses his temper in public? Worse yet, what if your protege seems to be coming unglued? All this and more!

New breakthrough thinking in organizational learning, leadership, and change Continuous improvement, understanding complex systems, and promoting innovation are all part of the landscape of learning challenges today's companies face. Amy Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work. In most organizations, the work that produces value for customers is carried out by teams, and increasingly, by flexible team-like entities. The pace of change and the fluidity of most work structures means that it's not really about creating effective teams anymore, but instead about leading effective teaming. Teaming shows that organizations learn when the flexible, fluid collaborations they encompass are able to learn. The problem is teams, and other dynamic groups, don't learn naturally. Edmondson outlines the factors that prevent them from doing so, such as interpersonal fear, irrational beliefs about failure, groupthink, problematic power dynamics, and information hoarding. With Teaming, leaders can shape these factors by encouraging reflection, creating psychological safety, and overcoming defensive interpersonal dynamics that inhibit the sharing of ideas. Further, they can use practical management strategies to help organizations realize the benefits inherent in both success and failure. Presents a clear explanation of practical management concepts for increasing learning capability for business results Introduces a framework that clarifies how learning processes must be altered for different kinds of work Explains how Collaborative Learning works, and gives tips for how to do it well Includes case-study research on Intermountain healthcare, Prudential, GM, Toyota, IDEO, the IRS, and both Cincinnati and Minneapolis Children's Hospitals, among others Based on years of research, this book shows how leaders can make organizational learning happen by building teams that learn. Case method teaching immerses students in realistic business situations—which include incomplete information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor, including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply using discussion facilitation techniques. To learn more about the book, and to see resources available, visit teachingwithcases.hbsp.harvard.edu.

Users, Communities, and Open Innovation

A Selection of Cases on the Law of Contracts

Text, Cases, and Readings

The Internationally-Bestselling Business Classic

How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship

Harvard Business School, the Limits of Capitalism, and the Moral Failure of the MBA Elite

Rebel Talent

A behind-the-scenes view of America's most prestigious business school examines the Harvard Business School's strategies and theories of teaching business and profiles some of the school's leading graduates and their careers
This business classic features straight-talking advice you'll never hear in school. Featuring a new foreword by Ariel Emanuel and Patrick Whitesell Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries. To this day, McCormack's business classic remains a must-read for executives and managers at every level. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on • the secret life of a deal • management philosophies that don't work (and one that does) • the key to running a meeting—and how to attend one • the positive use of negative reinforcement • proven ways to observe aggressively and take the edge • and much more Praise for What They Don't Teach You at Harvard Business School "Incisive, intelligent, and witty, What They Don't Teach You at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot."—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox "Clear, concise, and informative. . . Like a good mentor, this book will be a valuable aid throughout your business career."—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc. "Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well."—Arnold Palmer "There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport."—Frank Deford, senior contributing writer, Sports Illustrated

This is a book about how to have fun and stop worrying about your kids. How? Use the world-renowned Harvard case method in its bare bones. Parenting Problems Do you worry about your child's future? Do you want practical ideas for everyday parenting? Do you need help in dealing with tantrums, tensions, and tears? Have you read parenting books but often feel at a loss? Do you prefer the simplest, proven methods? Do you believe in teaching your child to think for himself? Do you want to bond with your child? The Help Hi! I am Anne, the author. If you answered a YES to any of the ten questions, this book might help on your parenting journey. I answered YES to ALL of those questions. I was searching for a simple, universal, and easy-to-apply parenting approach for everyday use. The solution I describe in my parenting book has been around for 2500 years. It's just that nobody has explained how to use it with children, in everyday parenting. This parenting tool is no secret, many of us have used the approach in some form or another, not even knowing we were parenting with the case method! The Proven Method The Case Method Miracle is not about the Harvard case method in the traditional sense, and you do not have to be a Harvard graduate to use the case method in the parenting setting. In fact, if you think you have to have a degree from Harvard to parent successfully, then my parenting book is not for you. I am sharing my parenting experience as a mom to mom, not as a parenting expert. The teaching and parenting expertise and the proof to this parenting approach come from Socrates, the father of teaching from ancient Greece over 2,500 years ago. In fact, this parenting book is as much for fathers as for mothers, for caregivers and teachers. The Simplified Method Over the two years I studied at Harvard Business School, I analyzed and discussed over 500 case studies. They follow a certain structure. I took that structure and stripped it to its core elements. They include the main character, the situation description, and the question. Instead of twenty-page descriptions of business situations, the cases in my book are one-minute stories with a simple question. Benefits Children; the case method parenting approach benefits: Children stay out of trouble because they learn to think for themselves, own their decisions, and take pride in them. Children grow self-confidence because they learn they can face what life brings, with confidence. Children develop mental grit, the ability to stand firm under peer pressure, something that becomes more and more important as the children grow up. Children develop early literacy by hearing and being heard, a crucial aspect to literacy development. Parents; the case method parenting approach benefits: Parents learn how to use a proven method in its simplest form for a best parenting tool. Parents can provide a safe environment for discussions with their child—even difficult ones--because the stories are in third person. Parents bond with their child, because they are sharing with their child from the child's perspective, communicating not just with love and logic, but with love and care, favorites for every child.

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

Going to Market

Teaching and the Case Method

Hybrid Workplace: The Insights You Need from Harvard Business Review

Rediscovering the Secrets to Creating Lasting Value

Deep Purpose

The Golden Passport

Strategies and Lessons of America's Leading School of Business

Two years in the cauldron of capitalism--"horrifying and very funny" (The Wall Street Journal) In this candid and entertaining insider's look at the most influential school in global business, Philip Delves Broughton draws on his crack reporting skills to describe his madcap years at Harvard Business School. Ahead of the Curve recounts the most edifying and surprising lessons learned in the quest for an MBA, from the ingenious chicanery of leveraging and the unlikely pleasures of accounting, to the antics of the "booze luge" and other, less savory trappings of student culture. Published during the one hundredth anniversary of Harvard Business School, this is the unflinching truth about life in the trenches of an iconic American institution.

Managing School Districts for High Performance brings together more than twenty case studies and other readings that offer a powerful and transformative approach to advancing and sustaining the work of school improvement. At the center of this work is the concept of organizational coherence: aligning organizational design, human capital management, resource allocation, and accountability and performance improvement systems to support an overarching strategy. This central idea provides a valuable conceptual framework for current and future school leaders. The case studies presented in Managing School Districts for High Performance grow out of the Public Education Leadership Project (PELP), a unique partnership between the Harvard Business School, the Harvard Graduate School of Education, and a network of urban school districts. This rich array of cases explores the managerial challenges districts face as they seek to ensure rich learning opportunities and high achievement for all students across a system of schools. "This book of insightful case studies fills a void long felt by educational administrators in search of practical, real-world training tools. It will serve as a catalyst for the tough conversations district leaders need to have about achieving high-quality outcomes for all students. The Broad Center for the Management of School Systems has used many of these cases with great success, and we are excited that they are now compiled into a single collection." -- Dan Katzir, Managing Director, The Broad Foundation "This volume is not a treatise about how schools and districts should work. Rather, it provides a deep immersion in the real dilemmas involved in advancing school district reform. Anyone who works through these cases cannot help but come away with a more informed vision for change, a more reflective orientation about the interrelationships among the multiple tasks involved, and a more prudent grasp of what it takes to educate all children to high academic standards. The course of study presented by Managing School Districts for High Performance should be required professional education for anyone charged with advancing a coherent agenda of school improvement in our diverse, demanding, and rapidly changing society." -- Anthony S. Bryk, Spencer Professor of Organizational Studies, Stanford University "This set of case studies offers practitioners, policymakers, and scholars the opportunity to learn from the collective wisdom and real-life experiences of educational leaders involved in systemic transformation. Implementing coherent reform strategies designed to improve and sustain student performance often takes place in a vacuum. As a former urban superintendent, I believe that these selected educational case studies provide a compelling forum for shared experiential teaching and learning." -- Arlene Ackerman, Christian A. Johnson Professor of Outstanding Educational Practice, Teachers College, Columbia University "This collaboration between the Harvard Business School and the Harvard Graduate School of Education provides a set of analytical tools to address the most complex and challenging issues facing urban public schools. The contemporary case studies document actual choices and constraints and point to patterns and similarities across organizations, from urban schools to corporate environments." -- Carol Johnson, Superintendent, Boston Public Schools Stacy Childress is a lecturer at Harvard Business School. Richard F. Elmore is the Gregory R. Anrig Professor of Educational Leadership at the Harvard Graduate School of Education. Allen S. Grossman is the MBA Class of 1957 Professor of Management Practice at Harvard Business School. Susan Moore Johnson is the Pforzheimer Professor of Teaching and Learning at the Harvard Graduate School of Education.

"In this groundbreaking book, Francesca Gino shows us how to spark creativity, excel at work, and become happier: By learning to rebel." – Charles Duhigg, New York Times bestselling author of The Power of Habit and Smarter Faster Better Do you want to follow a script – or write your own story? Award-winning Harvard Business School professor Francesca Gino shows us why the most successful among us break the rules, and how rebellion brings joy and meaning into our lives. Rebels have a bad reputation. We think of them as troublemakers, outcasts, contrarians: those colleagues, friends, and family members who complicate seemingly straightforward decisions, create chaos, and disagree when everyone else is in agreement. But in truth, rebels are also those among us who change the world for the better with their unconventional outlooks. Instead of clinging to what is safe and familiar, and falling back on routines and tradition, rebels defy the status quo. They are masters of innovation and reinvention, and they have a lot to teach us. Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy's fashion capital, to the World's Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify "rebel talent," and whose examples we can all learn to embrace. Gino argues that the future belongs to the rebel – and that there's a rebel in each of us. We live in turbulent times, when competition is fierce, reputations are easily tarnished on social media, and the world is more divided than ever before. In this cutthroat environment, cultivating rebel talent is what allows businesses to evolve and to prosper. And rebellion has an added benefit beyond the workplace: it leads to a more vital, engaged, and fulfilling life. Whether you want to inspire others to action, build a business, or build more meaningful relationships, Rebel Talent will show you how to succeed – by breaking all the rules.

Describes the opportunities and risks of commercial and residential real-estate investment, offering advice on finding the right property, financing, development, and sale

Teaming

HBR Guide to Building Your Business Case

The Real Estate Game

The Intelligent Guide To Decisionmaking And Investment

Teaching with Cases

Succeeding from Anywhere

What They Don't Teach You at Harvard Business School

Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

China and India are home to one-third of the world's population. And they're undergoing social and economic revolutions that are capturing the best minds--and money--of Western business. In Billions of Entrepreneurs, Tarun Khanna examines the entrepreneurial forces driving China's and India's trajectories of development. He shows where these trajectories overlap and complement one another--and where they diverge and compete. He also reveals how Western companies can participate in this development. Through intriguing comparisons, the author probes important differences between China and India in areas such as information and transparency, the roles of capital markets and talent, public and private property rights, social constraints on market forces, attitudes toward expatriates abroad and foreigners at home, entrepreneurial and corporate opportunities, and the importance of urban and rural communities. He explains how these differences will influence China's and India's future development, what the two countries can learn from each other, and how they will ultimately reshape business, politics, and society in the world around them. Engaging and incisive, this book is a critical resource for anyone working in China or India or planning to do business in these two countries.

With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

The guide all MBAs and exec ed students need. If you're enrolled in an MBA or executive education program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying and time-consuming. In The Case Study Handbook, Revised Edition, William Ellet presents a potent new approach for efficiently analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an evaluation, or diagnosing a problem) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Examples of effective writing further reinforce the methods. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs this guide.

And how You Can be a Part of it

Two Years at Harvard Business School

How Wikipedia Works

The Everyday Guide to Being Brave at Work

Democracy

A Practical Guide

A Social Strategy

A comprehensive and multidisciplinary view of the emerging paradigm of user and open innovation, offering both theoretical and empirical perspectives. The last two decades have witnessed an extraordinary growth of new models of managing and organizing the innovation process that emphasizes users over producers. Large parts of the knowledge economy now routinely rely on users, communities, and open innovation approaches to solve important technological and organizational problems. This view of innovation, pioneered by the economist Eric von Hippel, counters the dominant paradigm, which cast the profit-seeking incentives of firms as the main driver of technical change. In a series of influential writings, von Hippel and colleagues found empirical evidence that flatly contradicted the producer-centered model of innovation. Since then, the study of user-driven innovation has continued and expanded, with further empirical exploration of a distributed model of innovation that includes communities and platforms in a variety of contexts and with the development of theory to explain the economic underpinnings of this still emerging paradigm. This volume provides a comprehensive and multidisciplinary view of the field of user and open innovation, reflecting advances in the field over the last several decades. The contributors—including many colleagues of Eric von Hippel—offer both theoretical and empirical perspectives from such diverse fields as economics, the history of science and technology, law, management, and policy. The empirical contexts for their studies range from household goods to financial services. After discussing the fundamentals of user innovation, the contributors cover communities and innovation; legal aspects of user and community innovation; new roles for user innovators; user interactions with firms; and user innovation in practice, describing experiments, toolkits, and crowdsourcing, and crowdfunding. Contributors Efe Aksuyek, Yochai Benkler, James Bessen, Jörn H. Block, Annika Bock, Helena Canhã, Jeroen P. J. de Jong, Emmanuelle Fauchart, Dominique Foray, Nikolaus Franke, Johann Füller, Helena Garriga, Fred Gault, Fredrik Hacklin, Dietmar Harhoff, Joachim Henkel, Cornelius Herstatt, Christoph Hienerth, Venkat Kuppuswamy, Karim R. Lakhani, Christopher Lettl, Christian Lüthje, Ethan Mollick, Hidehiko Nishikawa, Alessandro Novolari, Susumu Ogawa, Pedro Oliveira, Stefan Perkmann Berger, Frank Piller, Christina Raasch, Susanne Roiser, Fabrizio Salvador, Pamela Samuelson, Tim Schweisfurth, Sonali K. Shah, Christoph Stockstrom, Katherine J. Strandburg, Stefan Thomke, Andrew W. Torrance, Mary Tripsas, Georg von Krogh

Provides information on using and contributing to Wikipedia, covering such topics as evaluating the reliability of articles, editing existing articles, adding new articles, communicating with other users, and resolving content disputes.

Provides an approach for analyzing, discussing, and writing about cases. This book shows how to classify cases according to analytical task they require (solving a problem, making a decision, or forming an evaluation) and establish a base of knowledge about a case. It shows how to talk about cases in class.

This book presents complete, well-organized coverage of the broad expanse of Texas real estate law, with its many special features and complexities. Jacobus discusses what the law has been in the past, before moving to what it is in the present--all with a perfect balance of principle and practice. The Seventh Edition reflects many major changes in and additions to the law throughout recent times.

Forged in Crisis

A Student's Guide

The Bridge

Case Study Methods in Education

Case Studies in Industrial Distribution

A Case Study Approach

An inspirational, practical, and research-based guide for standing up and speaking out skillfully at work. Have you ever wanted to disagree with your boss? Speak up about your company's lack of diversity or unequal pay practices? Make a tough decision you knew would be unpopular? We all have opportunities to be courageous at work. But since courage requires risk—to our reputations, our social standing, and, in some cases, our jobs—we often fail to act, which leaves us feeling powerless and regretful for not doing what we know is right. There's a better way to handle these crucial moments—and Choosing Courage provides the moral imperative and research-based tactics to help you become more competently courageous at work. Doing for courage what Angela Duckworth has done for grit and Brene Brown for vulnerability, Jim Detert, the world's foremost expert on workplace courage, explains that courage isn't a character trait that only a few possess; it's a virtue developed through practice. And with the right attitude and approach, you can learn to hone it like any other skill and incorporate it into your everyday life. Full of stories of ordinary people who've acted courageously, Choosing Courage will give you a fresh perspective on the power of voicing your authentic ideas and opinions. Whether you're looking to make a mark, stay true to your values, act with more integrity, or simply grow as a professional, this is the guide you need to achieve greater impact at work.

Teaching and the Case Method delves into the special role of teacher and students in the case method learning process. Schools that want to use the case method more effectively can use this book to teach groups of faculty how to apply case method techniques. For the first time, too, a book about case method teaching attempts to show how the method can be applied in a liberal arts setting. A liberal arts module in the book presents an innovative program for instructors who want to experiment with discussion teaching in traditional arts and science areas. The book focuses on a wide range of knotty problems faced by most instructors, experienced or new, creating an opportunity for them to learn from each other. It's main purpose is to provide a rich opportunity for both professional school and liberal arts instructors to develop their own discussion leadership skills, and to further the process of learning for both themselves and their students. [Publishers website]

Thinkers50 Top 10 Best New Management Books for 2022 A distinguished Harvard Business School professor offers a compelling reassessment and defense of purpose as a management ethos, documenting the vast performance gains and social benefits that become possible when firms manage to get purpose right. Few business topics have aroused more skepticism in recent years than the notion of corporate purpose, and for good reason. Too many companies deploy purpose, or a reason for being, as a promotional vehicle to make themselves feel virtuous and to look good to the outside world. Some have only foggy ideas about what purpose is and conflate it with strategy and other concepts like “mission,” “vision,” and “values.” Even well-intentioned leaders don't understand purpose's full potential and engage half-heartedly and superficially with it. Outsiders spot this and become cynical about companies and the broader capitalist endeavor. Having conducted extensive field research, Ranjay Gulati reveals the fatal mistakes leaders unwittingly make when attempting to implement a reason for being. Moreover, he shows how companies can embed purpose much more deeply than they currently do, delivering impressive performance benefits that reward customers, suppliers, employees, shareholders, and communities alike. To get purpose right, leaders must fundamentally change not only how they execute it but also how they conceive of and relate to it. They must practice what Gulati calls deep purpose, furthering each organization's reason for being more intensely, thoughtfully, and comprehensively than ever before. In this authoritative, accessible, and inspiring guide, Gulati takes readers inside some of the world's most purposeful companies to understand the secrets to their successes. He explores how leaders can pursue purpose more deeply by navigating the inevitable tradeoffs more deliberately and effectively to balance between short- and long-term value; building purpose more systematically into every key organizational function to mobilize stakeholders and enhance performance; updating organizations to foster more autonomy and collaboration, which in turn allow individual employees to work more purposefully; using powerful storytelling to communicate a reason for being, arousing emotions and building a community of inspired and committed stakeholders; and building cultures that don't merely support purpose, but also allow employees to link the corporate purpose to their own personal reasons for being. As Gulati argues, a deeper engagement with purpose holds the key not merely to the well-being of individual companies but also to humanity's future. With capitalism under siege and relatively low levels of trust in business, purpose can serve as a radically new operating system for the enterprise, enhancing performance while also delivering meaningful benefits to society. It's the kind of inspired thinking that businesses—and the rest of us—urgently need.

Making Change StickHarvard Business School Press

With References and Citations

The Last Lecture

How We Profit from Social Media

Socrates Created It. Harvard Business School Perfected It. We Parent with It; Anyone, Anywhere, Anytime. Kids Get Grit and Wise Judgment.

Cases in Public Education Leadership

How China and India Are Reshaping Their Futures and Yours

Service Profit Chain

This four-volume major work collates and contextualises key papers on the use of case study in education. The collection brings together methodological publications and publications which provide exemplars of case study. The methodological material provides both critical analyses of case study and those which champion its use, offering at the same time a chronological map of the development of case study from its earliest uses to today. Framed by an introductory passage in each volume which seeks to provide a synopsis of the methodological discussion and a commentary on the exemplary material, this set provides for serious students in education original source material to appraise the method together with exemplary sample material to help them plan and organize their case studies. Volume One: Methodological issues around the use of case studies in social science Volume Two: Methodological issues around the use of case studies in education Volume Three: The case study in practice - general issues and specific examples Volume Four: Examples of case studies in

education

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing: that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that book tickets quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognition and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book provides a blueprint for how to build and maintain that trust and connection in a digital environment." —Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has its challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person interactions, and a proper work/life balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, Remote Work Revolution is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their groups, and ultimately their organizations.

The Heart and Soul of High-Performance Companies

Notes from a Street-smart Executive

How Organizations Learn, Innovate, and Compete in the Knowledge Economy

The Case Study Handbook

The Case Method Miracle

How to Read, Discuss, and Write Persuasively about Cases

Ahead of the Curve