

## The Good Jobs Strategy How Smartest Companies Invest In Employees To Lower Costs And Boost Profits Zeynep Ton

From bestselling writer David Graeber—“a master of opening up thought and stimulating debate” (Slate)—a powerful argument against the rise of meaningless, unfulfilling jobs...and their consequences. Does your job make a meaningful contribution to the world? In the spring of 2013, David Graeber asked this question in a playful, provocative essay titled “On the Phenomenon of Bullshit Jobs.” It went viral. After one million online views in seventeen different languages, people all over the world are still debating the answer. There are hordes of people—HR consultants, communication coordinators, telemarketing researchers, corporate lawyers—whose jobs are useless, and, tragically, they know it. These people are caught in bullshit jobs. Graeber explores one of society’s most vexing and deeply felt concerns, indicting among other villains a particular strain of finance capitalism that betrays ideals shared by thinkers ranging from Keynes to Lincoln. “Clever and charismatic” (The New Yorker), *Bullshit Jobs* gives individuals, corporations, and societies permission to undergo a shift in values, placing creative and caring work at the center of our culture. This book is for everyone who wants to turn their vocation back into an avocation and “a thought-provoking examination of our working lives” (Financial Times).

Why too much work and too little time is hurting workers and companies—and how a proven workplace redesign can benefit employees and the bottom line Today's ways of working are not working—even for professionals in "good" jobs. Responding to global competition and pressure from financial markets, companies are asking employees to do more with less, even as new technologies normalize 24/7 job expectations. In *Overload*, Erin Kelly and Phyllis Moen document how this new intensification of work creates chronic stress, leading to burnout, attrition, and underperformance. "Flexible" work policies and corporate lip service about "work-life balance" don't come close to fixing the problem. But this unhealthy and unsustainable situation can be changed—and *Overload* shows how. Drawing on five years of research, including hundreds of interviews with employees and managers, Kelly and Moen tell the story of a major experiment that they helped design and implement at a Fortune 500 firm. The company adopted creative and practical work redesigns that gave workers more control over how and where they worked and encouraged managers to evaluate performance in new ways. The result? Employees' health, well-being, and ability to manage their personal and work lives improved, while the company benefited from higher job satisfaction and lower turnover. And, as Kelly and Moen show, such changes can—and should—be made on a wide scale. Complete with advice about ways that employees, managers, and corporate leaders can begin to question and fix one of today's most serious workplace problems, *Overload* is an inspiring account about how rethinking and redesigning work could transform our lives and companies.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results. Longlisted for the 2021 Porchlight Business Book Awards, *Management & Workplace Culture* An expert takes on the crisis of income inequality, addressing the problems with our current compensation model, demystifying pay practices, and providing practical information employees can use when negotiating their salaries and discussing how we can close the gender and racial pay gap. American workers are suffering economically and fewer are earning a living wage. The situation is only worsening. We do not have a common language to talk about pay, how it works at most companies, or a cohesive set of practical solutions for making pay more fair. Most blame the greed of America’s executive class, the ineptitude of government, or a general lack of personal motivation. But the negative effects of income inequality are a problem that can be solved. We don’t have to choose between effective government policy and the free market, between the working class and the job creators, or between socialism and capitalism, David Buckmaster, the Director of Global Compensation for Nike, argues. We do not have to give up on fixing what people are paid. Ideas like Universal Basic Income will not be enough to avoid the severe cultural disruption coming our way. Buckmaster examines income inequality through the design and distribution of income itself. He explains why businesses are producing no meaningful wage growth, regardless of the unemployment rate and despite sitting on record piles of cash and the lowest tax rates[0] in a generation . He pulls back the curtain on how corporations make decisions about wages and provides practical solutions—as well as the corporate language—workers need to get the best results when talking about money with a boss. The way pay works now will not overcome our most persistent pay challenges, including low and stagnant wages, unequal pay by race and gender, and executive pay levels untethered from the realities of the average worker. The compensation system is working as designed, but that system is broken. *Fair Pay* opens the corporate black box of pay decisions to show why businesses pay what they pay and how to make them pay more.

Outside in

The Non-coder's Guide to Technology and the Business Strategy Behind it

Bullshit Jobs

Content Strategy at Work

Retail Jobs Across Countries and Companies

The OECD Jobs Strategy

The OECD Jobs Study

The Six Mindsets That Distinguish the Best Leaders from the Rest

**Nonprofit leadership is messy Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance**

of passion. It's enough to make you feel overwhelmed and alone. The people you help need you to be successful. But there are so many obstacles: a micromanaging board that doesn't understand its true role; insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who's a star in her sector but a difficult boss... And yet, many nonprofits do thrive. Joan Garry's *Guide to Nonprofit Leadership* will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in 1997. Joan will teach you how to: Build a powerhouse board Create an impressive and sustainable fundraising program Become seen as a 'workplace of choice' Be a compelling public face of your nonprofit This book will renew your passion for your mission and organization, and help you make a bigger difference in the world.

"Based on extensive interviews with today's . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence"--

Content is king... and the new kingmaker... and your message needs to align with your model and metrics and other mumbo jumbo, right? Whether you're slogging through theory or buzzwords, there's no denying content strategy is coming of age. But what's in it for you? And if you're not a content strategist, why should you care? Because even if content strategy isn't your job, content's probably your problem—and probably more than you think. You or your business has a message you want to deliver, right? You can deliver that message through various channels and content types, from Tweets to testimonials and photo galleries galore, and your audience has just as many ways of engaging with it. So many ways, so much content... so where's the problem? That is the problem. And you can measure it in time, creativity, money, lost opportunity, and the sobs you hear equally from creative directors, project managers, and search engine marketing specialists. The solution is content strategy, and this book offers real-world examples and approaches you can adopt, no matter your role on the team. Put content strategy to work for you by gathering this book into your little hands and gobbling up never-before seen case studies from teams at Johns Hopkins Medicine, MINI, Icebreaker, and more. *Content Strategy at Work* is a book for designers, information architects, copywriters, project managers, and anyone who works with visual or verbal content. It discusses how you can communicate and forge a plan that will enable you, your company, or your client get that message across and foster better user experiences. Presents a content strategy framework and ways to implement in both in-house marketing departments and consultancies Includes case studies, interviews, and lessons learned from retail, apparel, network television, business-to-business, automotive, non-profit, and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects

Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller *Rework*, are back with a manifesto to combat all your modern workplace worries and fears.

**The New Science of Retailing**

**The Good Jobs Strategy**

**Taxation, Employment and Unemployment**

**The Difference and Why It Matters**

**The Jobs To Be Done Playbook**

**Deep Work**

**Summary: The Good Jobs Strategy**

**Swipe to Unlock**

Instant Wall Street Journal Bestseller! You don't need to be Ivy League educated, have money, be creative, or even have an idea to get rich. You just need to be willing to break the rules. At nineteen, I founded a software company with \$119 in my bank account. Five years later, it was valued at \$10.5 million. I don't consider myself exceptionally brilliant. I just realized something few people know: You don't need lots of money or an original idea to get really rich. Now, I make more than \$100,000 in passive income every month, while also running my own private equity firm and hosting *The Top Entrepreneurs* podcast, which has more than 10 million downloads. This book will show you how I went from college dropout to member of the New Rich. And I'm holding nothing back. You'll see my tax returns, my profit and loss statements, my email negotiations when buying and selling companies. It's time to forget your grandfather's advice. I'll teach you how to be a modern opportunist--investor, entrepreneur, or side hustler--by breaking these four golden rules of the old guard: 1.Focus on one skill: Wrong. Don't cultivate one great skill to get ahead. In today's business world, success goes to the multitaskers. 2.Be unique: Wrong. The way to get rich is not by launching a new idea but by aggressively copying others and then adding your own twist. 3.Focus on one goal: Wrong. Focus instead on creating a system to produce the outcome you want, not just once, but over and over again. 4.Appeal to the masses: Wrong. The masses are broke (\$4k average net worth in America?). Let others cut a trail through the jungle so you can peacefully walk in and capitalize on their hard work. By rejecting these defunct rules and following my unconventional path, you can copy other people's ideas shamelessly, bootstrap a start-up with almost no funding, invest in small local businesses for huge payoffs, and reap all the benefits.

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. *The Jobs To Be Done Playbook* (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Outlines an approach to high-performance problem-solving and decision-making that draws on insights from survival guides, pop culture and other sources. Co-written by the award-winning author of *The Upside of Turbulence*. 75,000 first printing.

The must-read summary of Zeynep Ton's book: "*The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits*". This complete summary of the ideas from Zeynep Ton's book "*The Good Jobs Strategy*" tells you how most companies believe that they need to keep costs down and pay employees very little to keep their prices low. According to Zeynep, this is a 'bad jobs strategy'. A 'good jobs strategy' involves investing in people and paying them more. By offering them better pay and more benefits, they will be more motivated to work hard. These companies have an enthusiastic team, strong returns for investors and still offer low prices for customers. Added-value of this summary: • Save time • Employ a 'good jobs strategy' in your company • Offer your employees better benefits to keep them motivated To learn more, read "*The Good Jobs Strategy*" and find out how you can get the best out of your employees!

**Align Your Markets, Organization, and Strategy Around Customer Needs**

**Discovering Value and Creating Growth in a Disrupted World**

**How Good Jobs Went Bad and What We Can Do about It**

**How Strategy Really Works**

**The Idea-Driven Organization**

**Pivot to the Future**

**Good Jobs for All in a Changing World of Work**

**CEO Excellence**

***"A competent, thorough assessment from a veteran expert in the field." —KirkusReviews Income disparities in our wealthy nation are wider than at any point since the Great Depression. The structure of today's economy has stultified wage growth for half of America's workers—with even worse results at the bottom and for people of color—while bestowing billions on the few at the very top. In this "accessible and inspiring analysis", lifelong anti-poverty advocate Peter Edelman assesses how the United States can have such an outsized number of unemployed and working poor***

**despite important policy gains. He delves into what is happening to the people behind the statistics and takes a particular look at young people of color, for whom the possibility of productive lives is too often lost on the way to adulthood (Angela Glover Blackwell). For anyone who wants to understand one of the critical issues of twenty-first century America, So Rich, So Poor is “engaging and informative” (William Julius Wilson) and “powerful and eloquent” (Wade Henderson). Experts discuss improving job quality in low-wage industries including retail, residential construction, hospitals and long-term healthcare, restaurants, manufacturing, and long-haul trucking. Americans work harder and longer than our counterparts in other industrialized nations. Yet prosperity remains elusive to many. Workers in such low-wage industries as retail, restaurants, and home construction live from paycheck to paycheck, juggling multiple jobs with variable schedules, few benefits, and limited prospects for advancement. These bad outcomes are produced by a range of industry-specific factors, including intense competition, outsourcing and subcontracting, failure to enforce employment standards, overt discrimination, outmoded production and management systems, and inadequate worker voice. In this volume, experts look for ways to improve job quality in the low-wage sector. They offer in-depth examinations of specific industries—long-term healthcare, hospitals and outpatient care, retail, residential construction, restaurants, manufacturing, and long-haul trucking—that together account for more than half of all low-wage jobs. The book’s sector view allows the contributors to address industry-specific variations that shape operational choices about work. Drawing on deep industry knowledge, they consider important distinctions within and between these industries; the financial, institutional, and structural incentives that shape the choices employers make; and what it would take to make more jobs better jobs. Contributors Eileen Appelbaum, Rosemary Batt, Dale Belman, Julie Brockman, Françoise Carré, Susan Helper, Matt Hinkel, Tashlin Lakhani, JaeEun Lee, Raphael Martins, Russell Ormiston, Paul Osterman, Can Ouyang, Chris Tilly, Steve Viscelli**

**Lead through the crisis and prepare for recovery. As the Covid-19 pandemic is exacting its toll on the global economy, forward-looking organizations are moving past crisis management and positioning themselves to leap ahead when the worst is over. What should you and your organization be doing now to address today’s unprecedented challenges while laying the foundation needed to emerge stronger? Coronavirus: Leadership and Recovery provides you with essential thinking about managing your company through the pandemic, keeping your employees (and yourself) healthy and productive, and spurring your business to continue innovating and reinventing itself ahead of the recovery. 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.**

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

**How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits : Book Review**  
**Cooperatives and the World of Work**  
**Winning on Purpose**  
**Theory to Practice**  
**Playing to Win**  
**Not Working**  
**Investing in America's Workforce**  
**Fair Pay**

**Read the Wall Street Journal Bestseller for "cultivating intense focus" for fast, powerful performance results for achieving success and true meaning in one's professional life (Adam Grant, author of Give and Take). Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. Deep Work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive**

twenty-first century economy. And yet, most people have lost the ability to go deep—spending their days instead in a frantic blur of e-mail and social media, not even realizing there's a better way. In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. 1. Work Deeply 2. Embrace Boredom 3. Quit Social Media 4. Drain the Shallows A mix of cultural criticism and actionable advice, *Deep Work* takes the reader on a journey through memorable stories—from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air—and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. *Deep Work* is an indispensable guide to anyone seeking focused success in a distracted world. An Amazon Best Book of 2016 Pick in Business & Leadership Wall Street Journal Business Bestseller A Business Book of the Week at 800-CEO-READ

As the world of work and jobs is more uncertain than ever because of various trends impacting it, including the rise of robotics and the gig economy, *Cooperatives and the World of Work* furthers the debate on the future of work, sustainable development, and the social and solidarity economy of which cooperatives are a fundamental component. Throughout the book, the authors, who are experts in their respective fields, do not limit themselves to praising the advantages of the cooperative model. Rather, they challenge the narrow understanding of cooperatives as a mere business model and raise debate on the more fundamental role that cooperatives play in responding to social changes and in changing society itself. The book is unique in tracing the historical connection between cooperatives and the world of work since the end of the First World War and the recent shifts and restructuring in enterprise and the workplace. It presents a redefinition of the very concept of work, focusing on organizational innovation. This book is published in recognition of 100 years of the International Labour Organization, and gathers together research from leading experts who were brought together at an event co-hosted by the International Co-operative Alliance (ICA) and the International Labour Organization (ILO).

Great leaders embrace a higher purpose to win. The Net Promoter System shines as their guiding star. Few management ideas have spread so far and wide as the Net Promoter System (NPS). Since its conception almost two decades ago by customer loyalty guru Fred Reichheld, thousands of companies around the world have adopted it—from industrial titans such as Mercedes-Benz and Cummins to tech giants like Apple and Amazon to digital innovators such as Warby Parker and Peloton. Now, Reichheld has raised the bar yet again. In *Winning on Purpose*, he demonstrates that the primary purpose of a business should be to enrich the lives of its customers. Why? Because when customers feel this love, they come back for more and bring their friends—generating good profits. This is NPS 3.0 and it puts a new take on the age-old Golden Rule—treat customers the way you would want a loved one treated—at the heart of enduring business success. As the compelling examples in this book illustrate, companies with superior NPS consistently deliver higher returns to shareholders across a wide array of industries. But winning on purpose isn't easy. Reichheld also explains why many NPS practitioners achieve just a small fraction of the system's full potential, and he presents the newest thinking and best practices for doing NPS right. He unveils the Earned Growth Rate (EGR): the first reliable, complementary accounting measure that can truly leverage the power of NPS. With keen insight and moving personal stories, Reichheld advances the thinking and practice of NPS. *Winning on Purpose* is your indispensable guide for inspiring customer love within your own teams and using Net Promoter to achieve both personal and business success.

Build conscious leadership into your business. You subscribe to the basic idea that business can do more than make money, but you're not sure how to act on that conviction or how to share it with the rest of your organization. *The Conscious Capitalism Field Guide*—the authoritative follow-up to the bestselling book *Conscious Capitalism*, by John Mackey, CEO of Whole Foods Market, and leadership expert Raj Sisodia—gives you the tools for sharing and implementing the principles of higher purpose and conscious business throughout your organization. This practical guide provides hands-on materials—the same tools used in companies such as Whole Foods Market, Southwest Airlines, Life is Good, The Container Store, Barry-Wehmiller, Zappos, and many others—that you can use on your own, with your team, or with others throughout your organization to build conscious leadership and practices into your business. Organized according to the four core principles (higher purpose, stakeholder orientation, conscious leadership, and conscious culture) of *Conscious Capitalism*, the book provides exercises, worksheets, checklists, and instructions—for use both individually and with teams—as well as advice, examples, and real-life stories to help you apply these ideas and make them come alive in your organization. You and your team will: write a purpose statement learn how to create win-win-win relationships with all your stakeholders create a "culture playbook" for your company develop a leadership checklist for your organization build a personal leadership development plan set priorities for the coming year and beyond

**Why Skills Trump Passion in the Quest for Work You Love**

**It Doesn't Have to Be Crazy at Work**

**Unlocking the Power in Bottom-Up Ideas**

**Jobs to Be Done**

**How to Thrive in a Complex World**  
**Review and Analysis of Ton's Book**  
**Real-world Stories to Strengthen Every Interactive Project**  
**Insights from Inside Google That Will Transform How You Live and Lead**

*Too many organizations are overlooking, or even suppressing, their single most powerful source of growth and innovation. And it's right under their noses. The frontline employees who interact directly with your customers, make your products, and provide your services have unparalleled insights into where problems exist and what improvements and new offerings would have the most impact. In this follow-up to their bestseller Ideas Are Free, Alan G. Robinson and Dean M. Schroeder show how to align every part of an organization around generating and implementing employee ideas and offer dozens of examples of what a tremendous competitive advantage this can offer. Their advice will enable leaders to build organizations capable of implementing 20, 50, or even 100 ideas per employee per year. Citing organizations from around the world, they explain what's needed to put together a management team that can lead the type of organization that embraces grassroots ideas and describe the strategies, policies, and practices that enable them. They detail exactly how high-performing idea processes work and how to design one for your organization. There's constant pressure today to do more with less. But cutting wages and benefits and pushing people to work harder with fewer resources can go only so far. Ironically, the best solution resides with the very people who have been bearing the brunt of these measures. With Robinson and Schroeder's advice, you can unleash a constant stream of great ideas that will strengthen every facet of your organization.*

*Explains how today's workers are a company's greatest asset and should be treated as such and discusses the flaws in the trend that sent service, manufacturing and retail sector jobs overseas in an effort to stay competitive through reduced wages and benefits. 25,000 first printing. Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of "customer service" through every facet of the company, from finance to legal to marketing.*

*Retailers today are drowning in data but lacking in insight. They have so much information at their disposal that they struggle with both how to sort through it, and how to add science to their decision-making process without blunting the art that they correctly believe is a key ingredient of their success. This book reveals how retailers can use data to manage everything from strategic assortment planning, inventory management, and markdowns to improve store-level execution. This data-driven approach to the retail supply chain leads to far greater and faster inventory turns, far fewer and lower discounted goods and services, and better profit margins. The authors also tease out the personnel issues and the organizational implications of this approach.*

*Improving Outcomes for Workers and Employers*

*Work Rules!*

*Because Nonprofits Are Messy*

*The Fourth Industrial Revolution*

*The Unbeatable Strategy of Loving Customers*

*How Analytics are Transforming the Supply Chain and Improving Performance*

*How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits*

From the visionary head of Google's innovative People Operations comes a groundbreaking inquiry into the philosophy of work -- and a blueprint for attracting the most spectacular talent to your business and ensuring that they succeed. "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." So says Laszlo Bock, former head of People Operations at the company that transformed how the world interacts with knowledge. This insight is the heart of Work Rules!, a compelling and surprisingly playful manifesto that offers lessons including: Take away managers' power over employees Learn from your best employees-and your worst Hire only people who are smarter than you are, no matter how long it takes to find them Pay unfairly (it's more fair!) Don't trust your gut: Use data to predict and shape the future Default to open-be transparent and welcome feedback If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough. Drawing on the latest research in behavioral economics and a profound grasp of human psychology, Work Rules! also provides teaching examples from a range of industries-including lauded companies that happen to be hideous places to work and little-known companies that achieve spectacular results by valuing and listening to their employees. Bock takes us inside one of history's most explosively successful businesses to reveal why Google is consistently rated one of the best places to work in the world, distilling 15 years of intensive worker R&D into principles that are easy to put into action, whether you're a team of one or a team of thousands. Work Rules! shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken your joy in what you do.

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

The Good Jobs StrategyHow the Smartest Companies Invest in Employees to Lower Costs and Boost ProfitsHoughton Mifflin Harcourt

WANT A NON-CODING JOB AT A TECH COMPANY? Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, Swipe to Unlock gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews!

So Rich, So Poor

The Four Rules You Must Break To Get Rich

Creating Good Jobs

Why It's so Hard to End Poverty in America

The Progress Principle

How to Get a Raise, Close the Wage Gap, and Build Stronger Businesses

Simple Rules

So Good They Can't Ignore You

In an unorthodox approach, Georgetown University professor Cal Newport debunks the long-held belief that "follow your passion" is good advice, and sets out on a quest to discover the reality of how people end up loving their careers. Not only are pre-existing passions rare and have little to do with how most people end up loving their work, but a focus on passion over skill can be dangerous, leading to anxiety and chronic job hopping. Spending time with organic farmers, venture capitalists, screenwriters, freelance computer programmers, and others who admitted to deriving great satisfaction from their work, Newport uncovers the strategies they used and the pitfalls they avoided in developing their compelling careers. Cal reveals that matching your job to a pre-existing passion does not matter. Passion comes after you put in the hard work to become excellent at something valuable, not before. In other words, what you do for a living is much less important than how you do it. With a title taken from the comedian Steve Martin, who once said his advice for aspiring entertainers was to "be so good they can't ignore you," Cal Newport's clearly written manifesto is mandatory reading for anyone fretting about what to do with their life, or frustrated by their current job situation and eager to find a fresh new way to take control of their livelihood. He provides an evidence-based blueprint for creating work you love, and will change the way you think about careers, happiness, and the crafting of a remarkable life.

Definitive leadership strategy for fixing the American economy, drawn from Gallup's unmatched global polling and written by the company's chairman. What everyone in the world wants is a good job. "This is one of the most important discoveries Gallup has ever made," says the company's Chairman, Jim Clifton. In *The Coming Jobs War*, Clifton makes the bold assertion that job creation and successful entrepreneurship are the world's most pressing issues right now, outpacing runaway government spending, environmental degradation and even the threat of global terrorism. The book is grounded in findings from Gallup's World Poll, which reveals the implications of the jobs war on everything from economics to foreign policy to nothing less than America's moral authority in the world. And it offers a prescription for attacking the jobs issue head-on. Clifton argues that the solution to creating good jobs must be found in cities, not in the federal government. Promoting entrepreneurship and job creation must be the sole mission and purpose of cities' business leaders, government officials and philanthropists. Clifton says that the next big breakthrough will come from the combination of the forces within big cities, great universities and powerful local leaders. Their combined effect is the most reliable, controllable and predictable solution to America's biggest problem. Strong leadership teams and a natural order are already in place within cities - in governments and local business and philanthropic entities, with caring leaders working on initiatives to fuel local economic growth and to create good jobs. The feat these leaders have to pull off is doubling their entrepreneurial energy by aligning their local forces: local tribal leaders, super mentors and universities. Winning the jobs war will require all hands on deck, and failure is not an option, especially for the United States, which has been the global leader in promoting freedom and entrepreneurship. America's place in the world is at stake, and there are other countries poised to surpass a sputtering U.S. economy that is currently growing at only 2% annually. The biggest threat? China, with a GDP that is increasing at nearly 10% annually - a pace that will make it the world's leading and most influential economy within the next 30 years. While the statistics are dire, Clifton remains optimistic about America's ability to win the jobs war because America has been here before. "The Greatest Generation saved America by beating the Japanese and Germans at [World War II]. The Baby Boomers saved America a second time by beating the same foes, Japan and Germany, in an economic war that determined the leadership of the free world, again," he says. *The Coming Jobs War* offers a clear, brutally honest look at America's biggest problem and a cogent prescription for solving it.

The digital revolution, globalisation and demographic changes are transforming labour markets at a time when policy makers are also struggling with persistently slow productivity and wage growth and high levels of income inequality. The new OECD Jobs Strategy provides a comprehensive framework and detailed policy analysis and recommendations to help countries promote not only strong job creation but also foster job quality and inclusiveness as central policy priorities, while emphasising the importance of resilience and adaptability for good economic and labour market performance in a rapidly changing world of work. The key message is that flexibility-enhancing policies in product and labour markets are necessary but not sufficient. Policies and institutions that protect workers, foster inclusiveness and allow workers and firms to make the most of ongoing changes are also needed to promote good and sustainable outcomes

Why do some innovation projects succeed where others fail? The book reveals the business implications of Jobs Theory and explains how to put Jobs Theory into practice using Outcome-Driven Innovation.

A Theory

The Coming Jobs War

Where Have All the Good Jobs Gone?

Tools for Transforming Your Organization

Coronavirus: Leadership and Recovery: The Insights You Need from Harvard Business Review

An Industry-Based Strategy

## Future of Jobs

### Using Small Wins to Ignite Joy, Engagement, and Creativity at Work

*Times are changing and the labor markets are under immense burden from the collective effects of various megatrends. Technological growth and grander incorporation of economies along with global supply chains have been an advantage for several workers armed with high skills and in growing occupations. However, it is a challenge for workers with low or obsolete skills in diminishing zones of employment. Business models that are digitalized hire workers as self-employed instead of standard employees. People seem to be working and living longer, but they experience many job changes and the peril of skills desuetude. Inequalities in both quality of job and earnings have increased in several countries. The depth and pace of digital transformation will probably be shocking. Industrial robots have already stepped in and artificial intelligence is making its advance too. Globalization and technological change predict the great potential for additional developments in labor market performance. But people should be ready for change. A progression of creative annihilation is probably under way, where some chores are either offshored or given to robots. A better world of for jobs cannot be warranted - a lot will be contingent on devising the right policies and institutes in place.*

*Almost one in four American working adults has a job that pays less than a living wage. Conventional wisdom says that's how the world has to work. Bad jobs with low wages, minimal benefits, little training, and chaotic schedules are the only way companies can keep costs down and prices low. If companies were to offer better jobs, customers would have to pay more or companies would have to make less. But in *The Good Jobs Strategy*, Zeynep Ton, a professor at the MIT Sloan School of Management, makes the compelling case that even in low-cost settings, leaving employees behind—with bad jobs—is a choice, not a necessity. Drawing on more than a decade of research, Ton shows how operational excellence enables companies to offer the lowest prices to customers while ensuring good jobs for their employees and superior results for their investors. Ton describes the elements of the good jobs strategy in a variety of successful companies around the world, including Southwest Airlines, UPS, Toyota, Zappos, and In-N-Out Burger. She focuses on four model retailers—Costco, Mercadona, Trader Joe's, and QuikTrip—to demonstrate the good jobs strategy at work and reveals four choices that have transformed these companies' high investment in workers into lower costs, higher profits, and greater customer satisfaction. Full of surprising, counterintuitive insights, the book answers questions such as: How can offering fewer products increase customer satisfaction? Why would having more employees than you need reduce costs and boost profits? How can companies simultaneously standardize work and empower employees?*

*A candid explanation of how the labor market really works and is central to everything—and why it is not as healthy as we think Relying on unemployment numbers is a dangerous way to gauge how the labor market is doing. Because of a false sense of optimism prior to the COVID-19 shock, the working world was more vulnerable than it should have been. *Not Working* is about how people want full-time work at a decent wage and how the plight of the underemployed contributes to widespread despair, a worsening drug epidemic, and the unchecked rise of right-wing populism. David Blanchflower explains why the economy since the Great Recession is vastly different from what came before, and calls out our leaders for their continued failure to address one of the most unacknowledged social catastrophes of our time. This revelatory and outspoken book is his candid report on how the young and the less skilled are among the worst casualties of underemployment, how immigrants are taking the blame, and how the epidemic of unhappiness and self-destruction will continue to spread unless we deal with it. Especially urgent now, *Not Working* is an essential guide to strengthening the labor market for all when we need it most.*

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

### Rules for Focused Success in a Distracted World

*Joan Garry's Guide to Nonprofit Leadership*

*How to Be a Capitalist Without Any Capital*

*Good Strategy, Bad Strategy*

*Overload*

*Conscious Capitalism Field Guide*

*The Power of Putting Customers at the Center of Your Business*

*Where Bad Jobs Are Better*

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

*Retail is now the largest employer in the United States. For the most part, retail jobs are "bad jobs" characterized by low wages, unpredictable schedules, and few opportunities for advancement. However, labor experts Françoise Carré and Chris Tilly show that these conditions are inevitable. In *Where Bad Jobs Are Better*, they investigate retail work across different industries and seven countries to demonstrate that good jobs are not just possible, but already exist. By carefully analyzing the factors that lead to more desirable retail jobs, *Where Bad Jobs Are Better* offers a path to improving job quality for all low-wage jobs. In surveying retail work across the United States, Carré and Tilly find that the majority of retail workers receive low pay and nearly half work part-time, which contributes to high turnover and low productivity. Jobs staffed predominantly by women, such as grocery store cashiers, pay even less than retail jobs in male-dominated fields, such as consumer electronics. Yet, when compared to similar positions in Western Europe, Carré and Tilly find surprising differences. In France, though supermarket cashiers perform essentially the same work as cashiers in the United States, they receive higher pay, are mostly full-time, and experience lower turnover and higher productivity. In the United States, where many retail employees are subject to unpredictable schedules, in Germany, retailers are required by law to provide employees notice of work schedules six months in advance. The authors show that disparities in job quality are largely the result of different labor norms and national institutions. For instance, weak labor regulations and the decline of unions in the United States have enabled retailers to cut costs aggressively in ways that depress wages and discourage full-time work. On the other hand, higher minimum wages, greater government oversight of work schedules, and stronger collective bargaining through unions and works councils have improved the quality of retail jobs in Europe. As retail and service work continue to expand, American employers and policymakers will have to decide the extent to which these jobs will be good jobs. *Where Bad Jobs Are Better* shows how stronger rules and regulations can improve the lives of retail workers and boost the quality of labor.*

across the board.