

Hbrs 10 Must Reads 2018 The Definitive Management Ideas Of The Year From Harvard Business Review With Bonus Article Customer Loyalty Is Overrated Hbr S 10 Must Reads

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Clayton M. Christensen to Adam Grant and company examples from Intel to Uber, this volume brings the most current and important management conversations to your fingertips. This book will inspire you to: Rethink the way you work in the face of advancing automation Transform your business using a platform strategy Apply design thinking to create innovative products Identify where too much collaboration may be holding your people back See the theory of disruptive innovation in a brand new light Recognize the signs that your cross-cultural negotiation may be falling apart This collection of articles includes "Collaborative Overload," by Rob Cross, Reb Rebele, and Adam Grant; "Algorithms Need Managers, Too," by Michael Luca, Jon Kleinberg, and Sendhil Mullainathan; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "What Is Disruptive Innovation?," by Clayton M. Christensen, Michael Raynor, and Rory McDonald; "How Indra Nooyi Turned Design Thinking into Strategy," an interview with Indra Nooyi by Adi Ignatius; "Engineering Reverse Innovations," by Amos Winter and Vijay Govindarajan; "The Employer-Led Health Care Revolution," by Patricia A. McDonald, Robert S. Mecklenburg, and Lindsay A. Martin; "Getting to Sí, Ja, Oui, Hai, and Da," by Erin Meyer; "The Limits of Empathy," by Adam Waytz; "People Before Strategy: A New Role for the CHRO," by Ram Charan, Dominic Barton, and Dennis Carey; and "Beyond Automation," by Thomas H. Davenport and Julia Kirby.

Build resilience in your company to weather the greatest crises. If you read nothing else on organizational resilience, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company prepare for and overcome disruption, social upheaval, and disaster. This book will inspire you to: Reposition your core business while launching a separate, disruptive business Build the ability to continually anticipate and adjust to emerging trends Prepare for the business implications of climate change Learn about the risks of hyperefficient businesses Develop organizational grit Rebound from a recession faster than your competitors Lead your company through any kind of crisis This collection of articles includes "How Resilience Works" by Diane Coutu; "The Quest for Resilience" by Gary Hamel and Liisa Valikangas; "Disruptive Technologies: Catching the Wave" by Joseph L.

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Bower and Clayton M. Christensen; "Organizational Grit" by Thomas H. Lee and Angela L. Duckworth; "Leading in Times of Trauma" by Jane E. Dutton, Peter J. Frost, Monica C. Worline, Jacoba M. Lilius, and Jason M. Kanov; "Learning from the Future" by J. Peter Scoblic; "Leading a New Era of Climate Action" by Andrew Winston; "The High Price of Efficiency" by Roger L. Martin; "Reigniting Growth" by Chris Zook and James Allen; "Global Supply Chains in a Post-Pandemic World" by Willy C. Shih; and "Roaring Out of Recession" by Ranjay Gulati, Nitin Nohria, and Franz Wohlgezogen. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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

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

This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin Reid and Lakshmi Ramarajan; "Harnessing the Science of Persuasion," Robert B. Cialdini; "What Makes a Leader?" by Daniel Goleman; "The Authenticity Paradox," by Herminia Ibarra; "Managing Your Boss," by John J. Gabarro and John P. Kotter; "How Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass; and **BONUS ARTICLE: "How Managers Become Leaders,"** by Michael D. Watkins.

NEW from the bestselling HBR's 10 Must Reads series. To innovate profitably, you need more than just creativity. Do you have what it takes? If you read nothing else on inspiring and executing innovation, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you innovate effectively. Leading experts such as Clayton Christensen, Peter Drucker, and Rosabeth Moss Kanter

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provide the insights and advice you need to:

- Decide which ideas are worth pursuing
- Innovate through the front lines—not just from the top
- Adapt innovations from the developing world to wealthier markets
- Tweak new ventures along the way using discovery-driven planning
- Tailor your efforts to meet customers' most pressing needs
- Avoid classic pitfalls such as stifling innovation with rigid processes

Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: HBR's 10 Must Reads: The Essentials HBR's 10 Must Reads on Communication HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Making Smart Decisions HBR's 10 Must Reads on Managing Yourself HBR's 10 Must Reads on Strategic Marketing HBR's 10 Must Reads on Teams

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to:

- Understand how the rules of corporate competition translate to the healthcare sector
- Craft a vision for an uncertain future
- Segment your market to better serve diverse patient populations
- Achieve the best health outcomes--at the lowest cost
- Learn what disruptive innovation means for healthcare
- Use the Balanced Scorecard to measure your progress

This collection of articles includes "What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee.

HBR's 10 Must Reads 2018 The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "Customer Loyalty Is Overrated") (HBR's 10 Must Reads) Harvard Business Press

You want the most important ideas on management all in one place. Now you can have them--in a set of HBR's 10 Must Reads, available as a 14-volume paperback boxed set or as an ebook set. We've combed through hundreds of Harvard Business Review articles on topics such as emotional intelligence, communication, change, leadership, strategy,

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managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads Ultimate Boxed Set includes 14 bestselling collections: HBR's 10 Must-Reads on Leadership; HBR's 10 Must-Reads on Emotional Intelligence; HBR's 10 Must-Reads on Managing Yourself; HBR's 10 Must-Reads on Strategy; HBR's 10 Must-Reads on Change Management; HBR's 10 Must-Reads on Managing People; HBR's 10 Must Reads: The Essentials; HBR's 10 Must-Reads on Communication; HBR's 10 Must-Reads on Managing Across Cultures; HBR's 10 Must-Reads on Strategic Marketing; HBR's 10 Must-Reads on Teams; HBR's 10 Must-Reads on Innovation; HBR's 10 Must-Reads on Making Smart Decisions; and HBR's 10 Must-Reads on Collaboration. The HBR's 10 Must Reads Ultimate Boxed Set makes a smart gift for your team, colleagues, or clients. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Peter Drucker, Rosabeth Moss Kanter, John Kotter, Michael Porter, Daniel Goleman, Theodore Levitt, and Rita Gunther McGrath.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Thomas H. Davenport to Michael E. Porter and company examples from Facebook to DHL, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Make stronger connections and build greater trust among people who work on multiple teams Engage customers and employees alike with the help of artificial intelligence Channel your outrage about sexual harassment in the workplace into effective action Consider how CEO activism can generate goodwill for your company--and weigh its risks Pair data with qualitative research to increase diversity in your organization Remain competitive in a hub economy by using your company's assets and capabilities differently This collection of articles includes: "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Why Do We Undervalue Competent Management?" by Raffaella Sadun, Nicholas Bloom, and John Van Reenen; "Numbers Take Us Only So Far," by Maxine Williams; "The New CEO Activists," by Aaron K. Chatterji and Michael W. Toffel; "Artificial Intelligence for the Real World," by Thomas H. Davenport and Rajeev Ronanki; "Why Every Organization Needs an Augmented Reality Strategy," by Michael E. Porter and James E. Heppelmann; "Thriving in the Gig Economy," by Gianpiero Petriglieri, Susan Ashford, and Amy Wrzesniewski; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "The Error at the Heart of Corporate

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Leadership," by Joseph L. Bower and Lynn S. Paine; and "Now What?" by Joan C. Williams and Suzanne LeBsock. A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Marcus Buckingham to Amy Edmondson and company examples from Lyft to Disney, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Rethink whether constant, candid feedback really helps employees thrive Move beyond diversity and inclusion to creating a racially just workplace Adopt connected strategies that anticipate your customers' needs Navigate the challenges of dual-career relationships Understand when data creates competitive advantage—and when it doesn't Break through the organizational barriers that impede AI initiatives Lead in a new era of climate action This collection of articles includes "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "Cross-Silo Leadership," by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; "Toward a Racially Just Workplace," by Laura Morgan Roberts and Anthony J. Mayo; "The Age of Continuous Connection," by Nicolaj Siggelkow and Christian Terwiesch; "The Hard Truth about Innovative Cultures," by Gary P. Pisano; "Creating a Trans-Inclusive Workplace," by Christian N. Thoroughgood, Katina B. Sawyer, and Jennica R. Webster; "When Data Creates Competitive Advantage," by Andrei Hagiu and Julian Wright; "Your Approach to Hiring Is All Wrong," by Peter Cappelli; "How Dual-Career Couples Make It Work," by Jennifer Petriglieri; "Building the AI-Powered Organization," by Tim Fountaine, Brian McCarthy, and Tamim Saleh; "Leading a New Era of Climate Action," by Andrew Winston; and "That Discomfort You're Feeling Is Grief," by Scott Berinato.

Keep shareholders happy and manage for the long term. Earning a board seat is a rite of passage. But directors must juggle many responsibilities, from steering company strategy, managing risk, and appointing leaders to setting the right incentives, meeting shareholder expectations, and dealing with activist investors. How do you balance it all? If you read nothing else on boards, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you set your board up for success. This book will inspire you to: Ensure you have directors who can meet company goals Establish a robust succession-planning process Encourage the risk-taking that will generate breakthrough innovation Prioritize the health of the enterprise without neglecting shareholders Provide the critical support a new CEO needs to succeed Ignite nonprofit board members by engaging them in work that matters Take on the world's toughest economic, social, and environmental problems This collection of articles includes "What Makes Great Boards Great," by Jeffrey A. Sonnenfeld; "Building Better Boards," by David A. Nadler; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; "The New Work of the Nonprofit Board," by Barbara E. Taylor, Richard P. Chait, and Thomas P. Holland; "Dysfunction in the Boardroom," by Boris Groysberg and Deborah Bell; "The Board's New Innovation Imperative," by Linda A. Hill and George Davis; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Ending the CEO Succession Crisis," by Ram Charan; "Comp Targets That Work," by Radhakrishnan Gopalan, John Horn, and Todd Milbourn; and

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"Sustainability in the Boardroom," by Lynn S. Paine. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Does your organization support creativity—or squash it? If you read nothing else on cultivating creativity at work, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you ignite the creative spark across your organization. This book will inspire you to: Discover the elements of creativity and learn how to influence them Harness the creative potential of a diverse team Encourage curiosity and experimentation Avoid breakdowns in creative collaboration Overcome the fear that blocks your innate creativity Bring breakthrough ideas to life This collection of articles includes "Reclaim Your Creative Confidence" by Tom Kelley and David Kelley; "How to Kill Creativity" by Teresa Amabile; "How Pixar Fosters Collective Creativity" by Ed Catmull; "Putting Your Company's Whole Brain to Work" by Dorothy Leonard and Susaan Straus; "Find Innovation Where You Least Expect It" by Tony McCaffrey and Jim Pearson; "The Business Case for Curiosity" by Francesca Gino; "Bring Your Breakthrough Ideas to Life" by Cyril Bouquet, Jean-Louis Barsoux, and Michael Wade; "Collaborating with Creative Peers" by Kimberly D. Elsbach, Brooke Brown-Saracino, and Francis J. Flynn; "Creativity Under the Gun" by Teresa Amabile, Constance Noonan Hadley, and Steven J. Kramer; "Strategy Needs Creativity" by Adam Brandenburger; and "How to Build a Culture of Originality" by Adam Grant. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Build the workforce of the future. In our volatile and complex era--which boasts a competitive market for top talent--HR's traditional model will fail. Your company needs to adopt the latest skills to successfully manage performance and evaluate potential. HBR's 10 Must Reads for HR Leaders Collection features innovative ideas on how to foster a vibrant, high-performing company culture, spearhead constructive change, and reap the benefits of a diverse workforce. Included in this five-book set are HBR's 10 Must Reads on Reinventing HR, HBR's 10 Must Reads on Change Management, HBR's 10 Must Reads on Building a Great Culture, HBR's 10 Must Reads on Diversity, and HBR's 10 Must Reads on Managing People. The collection includes fifty articles selected by HBR's editors from renowned thought leaders including Marcus Buckingham, W. Chan Kim, Renee Mauborgne, and Sylvia Ann Hewlett, plus the indispensable article "People Before Strategy" by Ram Charan, Dominic Barton, and Dennis Carey. With HBR's 10 Must Reads for HR Leaders Collection, break free from the traditional HR mindset and learn how to build the workforce of the future. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of

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articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Ignite the creative spark within your team. For your company to stand out in today's competitive environment, you need to be original. You need to have fresh ideas, exciting products and offerings, and a willingness to experiment. And that starts at the team level. HBR's 10 Must Reads for Creative Teams Collection provides expert advice on how to foster curiosity, encourage better collaboration, and use design thinking to change the way you brainstorm, test, and execute new ideas. Included in this seven-book set are: HBR's 10 Must Reads on Creativity HBR's 10 Must Reads on Teams HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Building a Great Culture HBR's 10 Must Reads on Design Thinking HBR's 10 Must Reads on Managing People HBR's 10 Must Reads on Managing People, Vol. 2 The collection includes seventy articles selected by HBR's editors from renowned thought leaders including Marcus Buckingham, Adam Grant, Francesca Gino, and Indra Nooyi, plus the indispensable article "How Pixar Fosters Collective Creativity" by Ed Catmull. With HBR's 10 Must Reads for Creative Teams Collection, you can break free from the usual and capitalize on originality. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Come back from every setback a stronger and better leader If you read nothing else on mental toughness, read these ten articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you build your emotional strength and resilience--and to achieve high performance. This book will inspire you to: Thrive on pressure like an Olympic athlete Manage and overcome negative emotions by acknowledging them Plan short-term goals to achieve long-term aspirations Surround yourself with the people who will push you the hardest Use challenges to become a better leader Use creativity to move past trauma Understand the tools your mind uses to recover from setbacks. This collection of articles includes "How the Best of the Best Get Better and Better," by Graham Jones; "Crucibles of Leadership," by Warren G. Bennis and Robert J. Thomas; "Building Resilience," by Martin E.P. Seligman; "Cognitive Fitness," by Roderick Gilkey and Clint Kilts; "The Making of a Corporate Athlete," by Jim Loehr and Tony Schwartz; "Stress Can Be a Good Thing If You Know How to Use It," by Alla Crum and Thomas Crum; "How to Bounce Back from Adversity," by Joshua D. Margolis and Paul G. Stoltz; "Rebounding from Career Setbacks," by Mitchell Lee Marks, Philip Mirvis, and Ron Ashkenas; "Realizing What You're Made Of," by Glenn E. Mangurian; "Extreme Negotiations," by Jeff Weiss, Aram Donigian, and Jonathan Hughes; and "Post-Traumatic Growth and Building Resilience," by Martin Seligman and Sarah Green Carmichael.

Revitalize your company and roar out of the recession. We're facing the second major global downturn in a decade. To survive, companies must balance managing the crisis in the short term with innovation and reinvention to return to growth in a changed world. HBR's 10 Must Reads for the Recession Collection offers the ideas and strategies you need to lead your company on the path to renewal. Included in this set are: HBR's 10 Must Reads on Managing in a Downturn (Expanded Edition) HBR's 10 Must Reads on Organizational Resilience HBR's 10 Must Reads on Managing Risk HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Business Model Innovation HBR's 10 Must Reads on Change Management It includes 60 articles selected by HBR's editors from renowned thought leaders such as Clayton

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Christensen, John Kotter, Rita Gunther McGrath, W. Chan Kim, and Renee Mauborgne, and features the indispensable articles "Global Supply Chains in a Post-Pandemic World" by Willy Shih and "Roaring Out of Recession" by Nitin Nohria and Ranjay Gulati. It's time for companies to be bold in the face extraordinary headwinds. HBR's 10 Must Reads for the Recession Collection will help you face them. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Learn why bad decisions happen to good managers—and how to make better ones. If you read nothing else on decision making, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you and your organization make better choices and avoid common traps. Leading experts such as Ram Charan, Michael Mankins, and Thomas Davenport provide the insights and advice you need to: Make bold decisions that challenge the status quo Support your decisions with diverse data Evaluate risks and benefits with equal rigor Check for faulty cause-and-effect reasoning Test your decisions with experiments Foster and address constructive criticism Defeat indecisiveness with clear accountability

A year's worth of management wisdom, all in one place. We've combed through ideas, insights, and best practices from the past year of Harvard Business Review to help you get up to speed fast on the freshest, most relevant thinking driving business today. With authors from Clayton Christensen to Roger Martin and company examples from Netflix to Unilever, this volume brings the most current and important management conversations to your fingertips. This book will inspire you to: Lead by focusing your attention on the right things Import new management practices into your organization the right way—whether they come from other companies or across the globe Better manage your organization's—and your leaders'—time Rethink vital functions such as HR and marketing Move from a yearly planning cycle to building a winning strategy Make long-term organizational decisions with an eye to national and global economic trends This collection of best-selling articles includes: "Beware the Next Big Thing," by Julian Birkinshaw "The Capitalist's Dilemma," by Clayton M. Christensen and Derek Van Bever "The Focused Leader," by Daniel Goleman "The Big Lie of Strategic Planning," by Roger L. Martin "Contextual Intelligence," by Tarun Khanna "How Netflix Reinvented HR," by Patty McCord "Blue Ocean Leadership," by W. Chan Kim and Renée Mauborgne "The Ultimate Marketing Machine," by Marc de Swaan Arons, Frank van den Driest, and Keith Weed "Your Scarcest Resource," by Michael Mankins, Chris Brahm, and Gregory Caimi "How Google Sold Its Engineers on Management," by David A. Garvin "21st-Century Talent Spotting," by Claudio Fernández-Aráoz

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

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Mauborgne, plus the bonus article "Engaging Doctors in the Health Care Revolution," by Thomas H. Lee, MD, and Toby Cosgrove, MD. HBR's 10 Must Reads for Healthcare Leaders Collection is an invaluable resource for any doctor or hospital administrator looking to grow as a leader and to having a positive impact on colleagues and patients alike. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for leaders at every level. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Peter Drucker, Rosabeth Moss Kanter, John Kotter, Michael Porter, Daniel Goleman, Theodore Levitt, and Rita Gunther McGrath. A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Daniel Kahneman and company examples from P&G to Adobe, this volume brings the most current and important management conversations to your fingertips. This book will inspire you to: Reconsider what keeps your customers coming back Create visualizations that send a clear message Assess how quickly disruptive change is coming to your industry Boost engagement by giving your employees the freedom to break the rules Understand what blockchain is and how it will affect your industry Get your product in customers' hands faster by accelerating your research and development phase This collection of articles includes "Customer Loyalty Is Overrated," by A.G. Lafley and Roger L. Martin; "Noise: How to Overcome the High, Hidden Cost of Inconsistent Decision Making," by Daniel Kahneman, Andrew M. Rosenfield, Linnea Gandhi, and Tom Blaser; "Visualizations That Really Work," by Scott Berinato; "Right Tech, Wrong Time," by Ron Adner and Rahul Kapoor; "How to Pay for Health Care," by Michael E. Porter and Robert S. Kaplan; "The Performance Management Revolution," by Peter Cappelli and Anna Tavis; "Let Your Workers Rebel," by Francesca Gino; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev; "What So Many People Don't Get About the U.S. Working Class," by Joan C. Williams; "The Truth About Blockchain," by Marco Iansiti and Karim R. Lakhani; and "The Edison of Medicine," by Steven Prokesch. Stay on top of your leadership game. Leadership isn't something you're born with or gifted as a reward for an abundance of charisma; true leadership stems from core skills that can be learned. Get more of the leadership ideas you want, from the authors you trust, with HBR's 10 Must Reads on Leadership (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you maximize your own and your organization's performance. With insights from leading experts including Michael D. Watkins, Herminia Ibarra, and Michael E. Porter, this book will inspire you to: Identify areas for personal growth Build trust with and among your employees Develop a more dynamic and sophisticated communication style Try out different leadership styles and behaviors to find the right approach for you--and your organization Transform yourself from a problem solver to an agenda setter Harness the power of connections Become an adaptive and strategic leader This collection of articles includes "Leadership Is a

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Conversation," by Boris Groysberg and Michael Slind; "How Managers Become Leaders: The Seven Seismic Shifts of Perspective and Responsibility," by Michael D. Watkins; "Strategic Leadership: The Essential Skills," by Paul J.H. Schoemaker, Steve Krupp, and Samantha Howland; "The Authenticity Paradox," by Herminia Ibarra; "'Both/And' Leadership," by Wendy K. Smith, Marianne W. Lewis, and Michael L. Tushman; "Are You a Collaborative Leader?" by Herminia Ibarra and Morten T. Hansen; "Cross-Silo Leadership," by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; "How CEOs Manage Time," by Michael E. Porter and Nitin Nohria; "The Best Leaders Are Great Teachers," by Sydney Finkelstein; "Nimble Leadership," by Deborah Ancona, Elaine Backman, and Kate Isaacs; and "The Focused Leader," by Daniel Goleman.

Stop pushing products. Start empowering your salespeople cultivating relationships with the right customers. In today's economy, companies are fighting tooth and nail for their customers' attention. Hyper-informed buyers with more options are making purchasing decisions faster than ever. How can you optimize your marketing operations and sales teams and so your offerings can get through and rise to the top? HBR's 10 Must Reads for Sales and Marketing Collection offers the ideas and strategies to help you get there. Included in this set are HBR's 10 Must Reads on Sales, HBR's 10 Must Reads on Strategic Marketing, HBR's 10 Must Reads on Communication, HBR's 10 Must Reads on Negotiation, and HBR's 10 Must Reads on Public Speaking and Presenting. This compilation offers insights from world-class experts on the topics including enhancing the joint performance of sales and marketing; motivating your sales force; getting a clear view of your brand's strengths and weaknesses; setting the stage for a successful negotiation; and communicating with clarity and impact. It includes fifty articles selected by HBR's editors from renowned thought leaders such as Andris Zoltners, Theodore Levitt, and Deborah Tannen, and features the indispensable article "How to Give a Killer Presentation" by Chris Anderson. It's time to establish, sustain, and extend your next groundbreaking sales and marketing initiative. HBR's 10 Must Reads for Sales and Marketing Collection will lead you there. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

The world's elite athletes and coaches achieve high performance through inspiring leadership, mental toughness, and direction-setting strategic choices. Harvard Business Review has talked to many of these high performers throughout the

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years to learn how their success translates to the world of business. If you read nothing else on management lessons from the world of sports, read these 10 articles by athletes, coaches, and leadership experts. We've combed through our archive and selected the articles that will best help you drive performance. This book will inspire you to: Improve on your weaknesses, not just your strengths Take care of your body for sustained mental performance Increase your confidence and manage your energy before an important event Turn a struggling team around Understand the limits of performance metrics Focus on long-term goals to overcome setbacks Understand where the analogy of sports and business doesn't work This collection of articles includes "Ferguson's Formula," by Anita Elberse with Sir Alex Ferguson; "Life's Work: An Interview with Greg Louganis"; "The Making of a Corporate Athlete," by Jim Loehr and Tony Schwartz; "The Tough Work of Turning a Team Around," by Bill Parcells; "How an Olympic Gold Medalist Learned to Perform Under Pressure: An Interview with Alex Gregory"; "Mental Preparation Secrets of Top Athletes, Entertainers, and Surgeons," an interview with Daniel McGinn by Sarah Green Carmichael; "SoulCycle's CEO on Sustaining Growth in a Faddish Industry," by Melanie Whelan; "Life's Work: An Interview with Kareem Abdul-Jabbar"; "Major League Innovation," by Scott D. Anthony; "Looking Past Performance in Your Star Talent," by Mark de Rond, Adrian Moorhouse, and Matt Rogan; "Life's Work: An Interview with Mikhail Baryshnikov"; "How the Best of the Best Get Better and Better," by Graham Jones; "Life's Work: An Interview with Joe Girardi"; "Why There Is an I in Team," by Mark de Rond; "Life's Work: An Interview with Andre Agassi"; and "Why Sports Are a Terrible Metaphor for Business," by Bill Taylor.

Change is the one constant in business, and we must adapt or face obsolescence. Yet certain challenges never go away. That's what makes this book "must read." These are the 10 seminal articles by management's most influential experts, on topics of perennial concern to ambitious managers and leaders hungry for inspiration--and ready to run with big ideas to accelerate their own and their companies' success. If you read nothing else - full stop - read: Michael Porter on creating competitive advantage and distinguishing your company from rivals John Kotter on leading change through eight critical stages Daniel Goleman on using emotional intelligence to maximize performance Peter Drucker on managing your career by evaluating your own strengths and weaknesses Clay Christensen on orchestrating innovation within established organizations Tom Davenport on using analytics to determine how to keep your customers loyal Robert Kaplan and David Norton on measuring your company's strategy with the Balanced Scorecard Rosabeth Moss Kanter on avoiding common mistakes when pushing innovation forward Ted Levitt on understanding who your customers are and what they really want C. K. Prahalad and Gary Hamel on identifying the unique, integrated systems that support your strategy

Position yourself for success. Get more of the management ideas you want, from the authors you trust, with HBR's 10

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Must Reads on Managing Yourself (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you stay engaged, be productive, and continue to grow throughout your working life. With insights from leading experts including Susan David, Joseph Badaracco, and Laura Morgan Roberts, this book will inspire you to:

- Identify your purpose and translate it into action
- Make time to learn—and stay relevant in a world of rapid change
- Turn your strengths into superpowers
- Spend more time on the work that matters
- Tackle even your toughest decisions with confidence
- Reduce burnout from collaboration
- Take a stand for yourself and for others

This collection of articles includes "From Purpose to Impact," by Nick Craig and Scott A. Snook; "Learning to Learn," by Erika Andersen; "Making Yourself Indispensable," by John H. Zenger, Joseph R. Folkman, and Scott K. Edinger; "Make Time for the Work That Matters," by Julian Birkinshaw and Jordan Cohen; "Collaboration Without Burnout," by Rob Cross, Scott Taylor, and Deb Zehner; "Emotional Agility," by Susan David and Christina Congleton; "How to Tackle Your Toughest Decisions," by Joseph L. Badaracco; "How Dual-Career Couples Make It Work," by Jennifer Petriglieri; "Cultivating Everyday Courage," by James R. Detert; "Be Your Own Best Advocate," by Deborah M. Kolb; "Building an Ethical Career," by Maryam Kouchaki and Isaac H. Smith; "When and How to Respond to Microaggressions," by Ella F. Washington, Alison Hall Birch, and Laura Morgan Roberts. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment. Five years' worth of management wisdom, all in one place. Get the latest, most significant thinking from the pages of Harvard Business Review in 5 Years of Must Reads: 2020 Edition. Every year, HBR editors examine the ideas, insights, and best practices from the past twelve months to select the definitive articles that have provoked the most conversation, the most inspiration, and the most change. From how you can lead with authenticity by moving past your comfort zone, to engaging customers and employees alike with the help of artificial intelligence, to scaling your agile processes from a handful of teams to hundreds, the articles in this five-book collection will help you manage your daily challenges and meet the changing competitive landscape head-on. Books in the HBR 10 Must Reads series offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Michael Porter, W. Chan Kim, Renee Mauborgne, Herminia Ibarra, Marcus Buckingham, Roger Martin, Adam Grant, Thomas Davenport, and Katrina

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Lake. Company examples range from P&G, DHL, and Deloitte to Alibaba, Google, and Stitch Fix. 5 Years of Must Reads: 2020 Edition brings the most current and important business conversations to your fingertips.

Do you have the right strategy to lead your company into the future? Get more of the management ideas you want, from the authors you trust, with HBR's 10 Must Reads on Strategy (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you combat new competitors and define the best strategy for your company. With insights from leading experts including Michael E. Porter, A.G. Lafley, and Clayton M. Christensen, this book will inspire you to:

- Choose a strategy that meets the demands of your competitive environment
- Identify the signals of disruption and take steps to avoid it
- Understand lean methodology and how it is changing business
- Transform your products and services into platforms
- Instill your strategy with creativity and purpose
- Generate value for your company, while also contributing to society

This collection of articles includes "Your Strategy Needs a Strategy," by Martin Reeves, Claire Love, and Philipp Tillmanns; "Transient Advantage," by Rita Gunther McGrath; "Bringing Science to the Art of Strategy," by A.G. Lafley, Roger L. Martin, Jan W. Rivkin, and Nicolaj Siggelkow; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Surviving Disruption," by Maxwell Wessel and Clayton M. Christensen; "The Great Repeatable Business Model," by Chris Zook and James Allen; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "Why the Lean Start-Up Changes Everything," by Steve Blank; "Strategy Needs Creativity," by Adam Brandenburger; "Put Purpose at the Core of Your Strategy," by Thomas W. Malnight, Ivy Buche, and Charles Dhanaraj; "Creating Shared Value," by Michael E. Porter and Mark R. Kramer.

Help your company adapt to the new rules of competition. If you read nothing else on creating value with business platforms and ecosystems, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reap the rewards of multisided platforms (MSPs)—or defend your company against these formidable opponents. This book will inspire you to:

- Assess the threat of disruption from platforms in your industry
- Decide whether and how to play with increasingly powerful platform businesses
- Choose the right strategy for transforming your product into a platform
- Harness network effects to maximize value for the partners in your ecosystem
- Shift from managing products to managing interactions
- Learn when moving first and growing fast will work—and when it won't
- Manage winner-take-all dynamics

This collection of articles includes "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "Strategies for Two-Sided Markets," Thomas R. Eisenmann, Geoffrey Parker, and Marshall W. Van Alstyne; "Finding the Platform in Your Product," by Andrei Hagiu and Elizabeth Altman; "What's Your Google Strategy?," by Andrei Hagiu and David B.

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Yoffie; "In the Ecosystem Economy, What's Your Strategy?," by Michael G. Jacobides; "Right Tech, Wrong Time," by Ron Adner and Rahul Kapoor; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "Why Some Platforms Thrive and Others Don't," by Feng Zhu and Marco Iansiti; "Spontaneous Deregulation," by Benjamin Edelman and Damien Geradin; "Alibaba and the Future of Business," by Ming Zeng; and "Fixing Discrimination in Online Marketplaces," by Ray Fisman and Michael Luca. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Use design thinking for competitive advantage. If you read nothing else on design thinking, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you use design thinking to produce breakthrough innovations and transform your organization. This book will inspire you to:

- Identify customers' "jobs to be done" and build products people love
- Fail small, learn quickly, and win big
- Provide the support design-thinking teams need to flourish
- Foster a culture of experimentation
- Sharpen your own skills as a design thinker
- Counteract the biases that perpetuate the status quo and thwart innovation
- Adopt best practices from design-driven powerhouses

This collection of articles includes "Design Thinking," by Tim Brown; "Why Design Thinking Works," by Jeanne M. Liedtka; "The Right Way to Lead Design Thinking," by Christian Bason and Robert D. Austin; "Design for Action," by Tim Brown and Roger L. Martin; "The Innovation Catalysts," by Roger L. Martin; "Know Your Customers' 'Jobs to Be Done,'" by Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan; "Engineering Reverse Innovations," by Amos Winter and Vijay Govindarajan; "Strategies for Learning from Failure," by Amy C. Edmondson; "How Indra Nooyi Turned Design Thinking into Strategy," by Indra Nooyi and Adi Ignatius, and "Reclaim Your Creative Confidence," by Tom Kelley and David Kelley. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business

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environment.

The best leaders know how to communicate clearly and persuasively. How do you stack up? If you read nothing else on communicating effectively, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you express your ideas with clarity and impact—no matter what the situation. Leading experts such as Deborah Tannen, Jay Conger, and Nick Morgan provide the insights and advice you need to: Pitch your brilliant idea—successfully Connect with your audience Establish credibility Inspire others to carry out your vision Adapt to stakeholders' decision-making style Frame goals around common interests Build consensus and win support

You want the most important ideas for executives all in one place. Now you can have them—in a set of HBR's 10 Must Reads, available as an 8-volume paperback boxed set or as an ebook set. We've combed through hundreds of Harvard Business Review articles on topics such as emotional intelligence, communication, change, leadership, strategy, managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads for Executives Boxed Set includes 8 bestselling collections: HBR's 10 Must Reads for CEOs HBR's 10 Must Reads on Boards HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Strategy Vol. 1 HBR's 10 Must Reads on Strategy Vol. 2 HBR's 10 Must Reads on Change Management HBR's 10 Must Reads on Risk HBR's 10 Must Reads on Organizational Resilience The HBR's 10 Must Reads for Executives Boxed Set makes a smart gift for your team, colleagues, clients, or yourself. The ebook set is available in PDF, ePub, and Mobi formats. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Learn to be a better negotiator--and achieve the outcomes you want. If you read nothing else on how to negotiate successfully, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you avoid common mistakes, find hidden opportunities, and win the best deals possible. This book will inspire you to: Control the negotiation before you enter the room Persuade others to do what you want--for their own reasons Manage emotions on both sides of the table Understand the rules of negotiating across cultures Set the stage for a healthy relationship long after the ink has dried Identify what you can live with and when to walk away This

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collection of articles includes: "Six Habits of Merely Effective Negotiators" by James K. Sebenius; "Control the Negotiation Before It Begins" by Deepak Malhotra; "Emotion and the Art of Negotiation" by Alison Wood Brooks; "Breakthrough Bargaining" by Deborah M. Kolb and Judith Williams; "15 Rules for Negotiating a Job Offer" by Deepak Malhotra; "Getting to Si, Ja, Oui, Hai, and Da" by Erin Meyer; "Negotiating Without a Net: A Conversation with the NYPD's Dominick J. Misino" by Diane L. Coutu; "Deal Making 2.0: A Guide to Complex Negotiations" by David A. Lax and James K. Sebenius; "How to Make the Other Side Play Fair" by Max H. Bazerman and Daniel Kahneman; "Getting Past Yes: Negotiating as if Implementation Mattered" by Danny Ertel; "When to Walk Away from a Deal" by Geoffrey Cullinan, Jean-Marc Le Roux, and Rolf-Magnus Weddigen.

Business.

What will it take to create a more gender-balanced workplace? If you read nothing else on leadership and gender at work, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you understand where gender equality is today--and how far we still have to go. This book will inspire you to: Better understand the path women must take to leadership Learn the root causes of the barriers that exist for women in the workplace Check your own gender biases and distinguish between confidence and competence in your colleagues Manage a more effective gender-diversity program Recognize the issues women face when speaking up about bias or harassment Help women reenter the workforce after taking time off--and create opportunities for them to reach their ambitions. This collection of articles includes "Women and the Labyrinth of Leadership," by Alice H. Eagly and Linda L. Carli; "Do Women Lack Ambition?" by Anna Fels; "Women Rising: The Unseen Barriers," by Herminia Ibarra, Robin Ely, and Deborah Kolb; "Women and the Vision Thing," by Herminia Ibarra and Otilia Obodaru; "The Power of Talk: Who Gets Heard and Why," by Deborah Tannen; "The Memo Every Woman Keeps in Her Desk," by Kathleen Reardon; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev; "Now What?" by Joan C. Williams and Suzanne Lebsack; "The Battle for Female Talent in Emerging Markets," by Sylvia Ann Hewlett and Ripa Rashid; "Off-Ramps and On-Ramps: Keeping Talented Women on the Road to Success," by Sylvia Ann Hewlett and Carolyn Buck Luce; and "Sheryl Sandberg: The HBR Interview," by Sheryl Sandberg and Adi Ignatius. If you read nothing else on leadership, read these definitive articles from Harvard Business Review. Leadership skills are not innate--they can be acquired and honed. HBR's 10 Must Reads on Leadership 2-Volume Collection provides enduring ideas and practical advice on how to harness inspiring, transformational leadership qualities and spearhead change. Bringing together HBR's 10 Must Reads on Leadership, Vol. 1 and HBR's 10 Must Reads on Leadership, Vol. 2, this collection includes twenty articles selected by HBR's editors and features the indispensable article "What Makes an

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Effective Executive" by Peter F. Drucker. From timeless classics to the latest game-changing ideas from thought leaders Jim Collins, Daniel Goleman, John Kotter, and more, HBR's 10 Must Reads on Leadership 2-Volume Collection will inspire you to: Identify areas for personal growth Develop a more dynamic and sophisticated communication style Transform yourself from a problem solver to an agenda setter Embrace the challenges of adaptive work Draw strength from adversity Build trust with and among your fellow employees Inspire others to give their all HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Are you a good boss--or a great one? Get more of the management ideas you want, from the authors you trust, with HBR's 10 Must Reads on Managing People (Vol. 2). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you master the innumerable challenges of being a manager. With insights from leading experts including Marcus Buckingham, Michael D. Watkins, and Linda Hill, this book will inspire you to: Draw out your employees' signature strengths Support a culture of honesty and civility Cultivate better communication and deeper trust among global teams Give feedback that will help your people excel Hire, reward, and tolerate only fully formed adults Motivate your employees through small wins Foster collaboration and break down silos across your company This collection of articles includes "Are You a Good Boss--or a Great One?," by Linda A. Hill and Kent Lineback; "Let Your Workers Rebel," by Francesca Gino; "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "The Power of Small Wins," by Teresa M. Amabile and Steven J. Kramer; "The Price of Incivility," by Christine Porath and Christine Pearson; "What Most People Get Wrong About Men and Women," by Catherine H. Tinsley and Robin J. Ely; "How Netflix Reinvented HR," by Patty McCord; "Leading the Team You Inherit," by Michael D. Watkins; "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Global Teams That Work," by Tsedal Neeley; "Creating the Best Workplace on Earth," by Rob Goffee and Gareth Jones.

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

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Speak with confidence Focus your message so that people really listen Establish trust with your audience by being your authentic self Use data and visuals to persuade more effectively Master the art of storytelling This collection of articles includes "How to Give a Killer Presentation," by Chris Anderson; "How to Become an Authentic Speaker," by Nick Morgan; "Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee," by Bronwyn Fryer; "Connect, Then Lead," by Amy J.C. Cuddy, Matthew Kohut, and John Neffinger; "The Necessary Art of Persuasion," by Jay A. Conger; "The Science of Pep Talks," by Daniel McGinn; "Get the Boss to Buy In," by Susan J. Ashford and James R. Detert; "The Organizational Apology," by Maurice E. Schweitzer, Alison Wood Brooks, and Adam D. Galinsky; "What's Your Story?" by Herminia Ibarra and Kent Lineback; "Visualizations That Really Work," by Scott Berinato; and "Structure Your Presentation Like a Story," by Nancy Duarte. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Help your team excel. Go from being a good practitioner to being an extraordinary leader of healthcare professionals. If you read nothing else on leadership, read these articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare leaders to help you and your team excel, maximize performance, and live into your mission. Leading experts, such as Thomas H. Lee, Daniel Goleman, Peter F. Drucker, John P. Kotter, and Amy C. Edmondson, provide the insights and advice you need to: Understand the difference between managers and leaders Motivate others to excel Create successful cross-functional teams on the fly Maintain your identity and values as a clinician as you move into an organizational leadership role Have an impact not only on your organization but on the surrounding system Work in complex environments where authority is diffuse Lead effectively in times of rapid change This collection of articles includes "What Makes a Leader?," by Daniel Goleman; "What Makes an Effective Executive," by Peter F. Drucker; "What Leaders Really Do," by John P. Kotter; "Level 5 Leadership: The Triumph of Humility and Fierce Resolve," by Jim Collins; "The Work of Leadership," by Ronald A. Heifetz and Donald L. Laurie; "Teamwork on the Fly," by Amy C. Edmondson; "Who Has the D? How Clear Decision Roles Enhance Organizational Performance," by Paul Rogers and Marcia Blenko; "In Praise of the Incomplete Leader," by Deborah Ancona, Thomas W. Malone, Wanda J. Orlikowski, and Peter M. Senge; "Using the Balanced Scorecard as a Strategic

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Management System," by Robert S. Kaplan and David P. Norton; "Health Care's Service Fanatics," by James I. Merlino and Ananth Raman; and "Engaging Doctors in the Health Care Revolution," by Thomas H. Lee and Toby Cosgrove. If you read nothing else on managing people, read these definitive articles from Harvard Business Review. Managing people is fraught with challenges, even if you're a seasoned manager. HBR's 10 Must Reads on Managing People 2-Volume Collection provides enduring ideas and practical advice on managing people to help you handle these difficulties and maximize your employees' performance. Bringing together HBR's 10 Must Reads on Managing People, Vol. 1 and HBR's 10 Must Reads on Managing People, Vol. 2, this collection includes twenty articles selected by HBR's editors and features the indispensable article "Leadership That Gets Results" by Daniel Goleman. From timeless classics to the latest game-changing ideas from thought leaders Marcus Buckingham, W. Chan Kim, Renee Mauborgne, and more, HBR's 10 Must Reads on Managing People 2-Volume Collection will inspire you to: Tailor your management style to fit your people and organizational goals Give feedback the right way Support first-time managers Manage emotional culture on your team Push your people to collaborate and break silos Overcome organizational obstacles to effective management Manage up and across Manage your boss HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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

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of Groups” by Vanessa Urch Druskat and Steve B. Wolff, “The Price of Incivility: Lack of Respect Hurts Morale—and the Bottom Line” by Christine Porath and Christine Pearson, “How Resilience Works” by Diane Coutu, “Emotional Agility: How Effective Leaders Manage Their Negative Thoughts and Feelings” by Susan David and Christina Congleton, “Fear of Feedback” by Jay M. Jackman and Myra H. Strober, and “The Young and the Clueless” by Kerry A. Bunker, Kathy E. Kram, and Sharon Ting.

The best entrepreneurs balance brilliant business ideas with a rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to: Understand what makes entrepreneurial leaders tick Know what matters in a great business plan Adopt lean startup practices such as business model experimentation Be prepared for the race for scale in Silicon Valley Better understand the world of venture capital--and know what you'll get along with VC funding Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO This collection of articles includes "Hiring an Entrepreneurial Leader," by Timothy Butler; "How to Write a Great Business Plan," by William A. Sahlman; "Why the Lean Start-Up Changes Everything," by Steve Blank; "The President of SRI Ventures on Bringing Siri to Life," by Norman Winarsky; "In Search of the Next Big Thing," an interview with Marc Andreessen by Adi Ignatius; "Six Myths About Venture Capitalists," by Diane Mulcahy; "Chobani's Founder on Growing a Start-Up Without Outside Investors," by Hamdi Ulukaya; "Network Effects Aren't Enough," by Andrei Hagiu and Simon Rothman; "Blitzscaling," an interview with Reid Hoffman by Tim Sullivan; "Buying Your Way into Entrepreneurship," by Richard S. Ruback and Royce Yudkoff; and "The Founder's Dilemma," by Noam Wasserman.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Ask better questions to boost your learning, persuade others, and negotiate more effectively Create workplace conditions where gender equity can thrive Boost results by allowing humans and AI to enhance one another's strengths Make better connections with your customers by giving them a glimpse inside your company Scale your agile processes from a few teams to hundreds Build a commitment to both economic and social values in your organization Prepare your

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