

## Profit From The Core: A Return To Growth In Turbulent Times

WTF? can be an expression of amazement or an expression of dismay. In today’s economy, we have far too much dismay along with our amazement, and technology bears some of the blame. In this combination of memoir, business strategy guide, and call to action, Tim O'Reilly, Silicon Valley’s leading intellectual and the founder of O'Reilly Media, explores the upside and the potential downsides of today's WTF? technologies. What is the future when an increasing number of jobs can be performed by intelligent machines instead of people, or done only by people in partnership with those machines? What happens to our consumer based societies—to workers and to the companies that depend on their purchasing power? Is income inequality and unemployment an inevitable consequence of technological advancement, or are there paths to a better future? What will happen to business when technology-enabled networks and marketplaces are better at deploying talent than traditional companies? How should companies organize themselves to take advantage of these new tools? What’s the future of education when on-demand learning outperforms traditional institutions? How can individuals continue to adapt and retrain? Will the fundamental social safety nets of the developed world survive the transition, and if not, what will replace them? O'Reilly is "the man who can really can make a whole industry happen," according to Eric Schmidt, Executive Chairman of Alphabet (Google.) His genius over the past four decades has been to identify and to help shape our response to emerging technologies with world shaking potential—the World Wide Web, Open Source Software, Web 2.0, Open Government data, the Maker Movement, Big Data, and now AI. O'Reilly shares the techniques he's used at O'Reilly Media to make sense of and predict past innovation waves and applies those same techniques to provide a framework for thinking about how today’s world-spanning platforms and networks, on-demand services, and artificial intelligence are changing the nature of business, education, government, financial markets, and the economy as a whole. He provides tools for understanding how all the parts of modern digital businesses work together to create marketplace advantage and customer value, and why ultimately, they cannot succeed unless their ecosystem succeeds along with them. The core of the book's call to action is an exhortation to businesses to DO MORE with technology rather than just using it to cut costs and enrich their shareholders. Robots are going to take our jobs, they say. O'Reilly replies, "Only if that’s what we ask them to do! Technology is the solution to human problems, and we won’t run out of work till we run out of problems." Entrepreneurs need to set their sights on how they can use big data, sensors, and AI to create amazing human experiences and the economy of the future, making us all richer in the same way the tools of the first industrial revolution did. Yes, technology can eliminate labor and make things cheaper, but at its best, we use it to do things that were previously unimaginable! What is our poverty of imagination? What are the entrepreneurial leaps that will allow us to use the technology of today to build a better future, not just a more efficient one? Whether technology brings the WTF? of wonder or the WTF? of dismay isn't inevitable. It's up to us!

The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad.

Like a successful coach, Slywotzky uses ingenious diagrams and brief explanations to show readers how to make sense of profit patterns that are changing the way companies do business and make money. 100 illustrations.

Taking control of your company’s destiny starts with planning strategically from the beginning. How will you determine if your company has succeeded if you can't base its performance on a well-defined business strategy? A strategic plan, established at your venture’s birth, helps crystalize the future of the organization--mapping a clear path from where the company stands today to where you wish it to be. Setting a business strategy enables you to develop absolute clarity on priorities, organize resources, and get better results than ever before. Renowned business author Brian Tracy has provided a simple path to creating the specific business strategy needed for your company’s success. In Business Strategy, Tracy will help you discover how to: Ask the five key questions vital to any strategic plan Determine a corporate mission that lifts and inspires people Define themselves in relation to their competition Reposition their business with new products, services, and more! Incorporating wide-ranging examples--from Alexander the Great to IBM to General Electric--this concise, practical guide gives readers proven ideas for increasing their company’s bottom line and maximizing their strengths and opportunities. The path to success starts at the beginning!

A Social Strategy

Winners Take All

Creating and Sustaining Superior Performance

Break the System, Live with Purpose, Be More Successful

Grow the Core

People Over Profit

How Great Companies Deliver Both Purpose and Profit - Updated and Revised

A fully updated follow-up to Peter Schiff's bestsellingfinancial survival guide-Crash Proof, which described theeconomy as a house of cards on the verge of collapse, with over 80pages of new material The economic and monetary disaster which seasoned prognosticatorPeter Schiff predicted is no longer hypothetical-it is here today.And nobody understands what to do in this situation better than theman who saw it coming. For more than a decade, Schiff has not onlyobserved the economy, but also helped his clients restructure theirportfolios to reflect his outlook. What he sees today is a nationfacing an economic storm brought on by growing federal, personal,and corporate debt; too little savings; and a declining dollar.Crash Proof 2.0 picks up right where the first edition-abestselling book that predicted the current market mayhem-left off.This timely guide takes into account the dramatic economic shiftthat are reshaping the world and provides you with the insights andinformation to navigate the dangerous terrain. Throughout the book,Schiff explains the factors that will affect your future financialstability and offers a specific three step plan to battle thecurrent economic downturn. Discusses the measures you can take to protect yourself-as wellas profit-during these difficult times Offers an insightful examination of the structural weaknessesunderlying the economic meltdown Outlines a plan that will allow you to preserve wealth andprotect the purchasing power of your savings Filled with in-depth insights and expert advice, Crash Proof2.0 will help you survive and thrive during the coming years ofeconomic uncertainty.

NOW A MAJOR MOTION PICTURE The #1 New York Times bestselling worldwide sensation with more than 12 million copies sold, “a painfully beautiful first novel that is at once a murder mystery, a coming-of-age narrative and a celebration of nature” (The New York Times Book Review). For years, rumors of the “Marsh Girl” have haunted Barkley Cove, a quiet town on the North Carolina coast. So in late 1969, when handsome Chase Andrews is found dead, the locals immediately suspect Kya Clark, the so-called Marsh Girl. But Kya is not what they say. Sensitive and intelligent, she has survived for years alone in the marsh that she calls home, finding friends in the gulls and lessons in the sand. Then the time comes when she yearns to be touched and loved. When two young men from town become intrigued by her wild beauty, Kya opens herself to a new life—until the unthinkable happens. Where the Crawdads Sing is at once an exquisite ode to the natural world, a heartbreaking coming-of-age story, and a surprising tale of possible murder. Delia Owens reminds us that we are forever shaped by the children we once were, and that we are all subject to the beautiful and violent secrets that nature keeps.

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

Outlines numerous expansion strategies for businesses and includes interviews from twenty-five CEO's.

The Elite Charade of Changing the World

The Sum of Us

Expand Your Market Without Abandoning Your Roots

Business Strategy (The Brian Tracy Success Library)

A Global Economy that Works for Progress, People and Planet

Competitive Advantage

Law and Policy for the Quantum Age

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company ’ s Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What ’ s more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen ’ s research is that managing these choke points requires a “ founder ’ s mentality ” —behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers: • An insurgent ’ s clear mission and purpose • An unambiguous owner mindset • A relentless obsession with the front line Based on the authors ’ decade-long study of companies in more than forty countries, The Founder ’ s Mentality demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder ’ s mentality throughout their organization and find lasting, profitable growth.

Make customer value a C-Suite priority for lasting profits and growth While the Great Recession ravaged the balance sheets of long-standing leaders in their respective industries, many companies have actually gained market share, grown revenues and profits, and created more value for customers. These are not flash-in-the-pan companies—world-beaters one year and stragglers the next. They are companies like Johnson & Johnson, Procter & Gamble, Fidelity, Cisco, Philips, Walmart, and Amazon. The success of these organizations isn ’ t the result of a brilliant strategy for bad times; it ’ s the outcome of a highly effective long-term strategy that manages the company from the outside in. In Strategy from the Outside In, George S. Day and Christine Moorman explain that the key to such lasting and highly profitable success is the ability to compete on and profit from customer value. It means operating from the outside in. It means always building strategy on market insight, and ensuring that every part of the company puts customer value first. Applying years of research, Day and Moorman illustrate that an outside-in view requires constant vigilance and focus on four customer value imperatives: Be a customer value leader Innovate new value for customers Capitalize on the customer as an asset Capitalize on the brand as an asset Day and Moorman take you from theory to practice, with an emphasis on real world stories, practical models, and useable metrics so that you can profit from customer value. From the outside in.

Now beyond its eleventh printing and translated into twelve languages, Michael Porter ’ s The Competitive Advantage of Nations has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter ’ s groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, The Competitive Advantage of Nations offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter ’ s “ diamond, ” a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of “ clusters, ” or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter ’ s theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

NEW YORK TIMES BESTSELLER • Learn how to apply the principles of Charles Koch ’ s revolutionary Market-Based Management® system to generate good profit in your organization, company, and life “ This book helps show you the way to good profit—whether you work for an international supermarket chain, a medium-sized regional business, or your own start-up. ” —John Mackey, co-founder and co-CEO, Whole Foods Market The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch ’ s belief that “ the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a responsible way. ” Hence, the principles in Good Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch ’ s name may not be on your home ’ s plywood, vehicle ’ s grille, smartphone ’ s connectors, or baby ’ s ultra-absorbent diapers but it makes them all. And Koch ’ s Market-Based Management® (MBM) system is what drives these innovations and many more. The core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars. It results from a bottom-up culture where employees are empowered to act entrepreneurially to discover customers ’ preferences and the best ways to improve their lives. Drawing on six decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, Charles Koch walks the reader through the five dimensions of MBM to show how to apply its framework in any business, industry, or organization of any size. Readers will learn how to: • Craft a vision for how to thrive in spite of increasingly rapid disruption and ever-changing consumer values • Select and retain a workforce possessing both virtue and talent • Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level • Award employees with ownership and decision rights based on their comparative advantages and proven contributions, not job title • Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society, Good Profit is one of the greatest management books of all time.

The Price Advantage

Good Profit

How We Profit from Social Media

Build Enduring Businesses for a World of Constant Change

Unstoppable

How to Profit From the Economic Collapse

How to Overcome the Predictable Crises of Growth

NEW YORK TIMES BESTSELLER • The groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. "Impassioned... Entertaining reading." —The Washington Post Anand Giridharadas, one of the rich and powerful fight for equality and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward "thought leaders" who redefine "change" in ways that preserve the status quo; and they constantly seek to do more good, but never less harm. Giridharadas asks hard questions: unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? His groundbreaking investigation has already forced a great, sorely needed reckoning among the world's wealthiest and those they hover above, and it points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian elites and everyday citizens alike.

What people get out of social media—and how businesses can get more out of it Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. Answering that question is the key to making social media work for any business, argues Miko?aj Piskorski, one of the world's leading experts on the business of social media. In A Social Strategy, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to help people interact with each other before they will promote products to their friends or help companies in other ways. Don Piskorski calls this "a social strategy," and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, A Social Strategy provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

Guides readers on the path to financial freedom, discussing how to not only weather but gain from fluctuations in the stock market, how to get more out of a 401k, and how to avoid paying hidden fees.

Author of cult classics The Pumpkin Plan and The Toilet Paper Entrepreneur offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. A behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First simply accounting and make it easier to manage a profitable business by looking at bank account balances. · A small, profitable business can be worth much more than a large business surviving on its top line. · Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature style, entrepreneur to make money they always dreamed of.

Lead from the Core

Your Financial Freedom Playbook

Unshakeable

Growth Strategy in an Era of Turbulence

Why Some Companies Make the Leap..And Others Don't

A Return to Growth in Turbulent Times, Revised Edition

WTF?

**Your lack of focus on Procurement is limiting your profits. Multiply them by making Procurement a company-wide priority. Profit from Procurement: Add 30% to Your Bottom Line by Breaking Down Silos delivers an insightful, compelling, and fresh take on a subject that typically comprises 50% of a business's total costs: Procurement. Alex Klein, Simon Watson and Jose Oliveira, leaders at the world's largest dedicated Procurement consultancy, highlight the limitations of the traditional, functionally siloed approach to Procurement, and demonstrate how significant EBITDA gains can be made by lifting Procurement out of the back office and enabling it to fundamentally reset a company's cost base. Its accessible, frank, and refreshing style, combined with practical, actionable advice, based on the authors' extensive real-life experience, make it a must read for any executive looking to make an impact through Procurement. The book offers readers a practical and concrete roadmap to optimizing, integrating, and deploying a company's Procurement capabilities, creating a less siloed, more impactful function. Readers will learn how to: Plan their company's Procurement transformation Reskill teams for the coming change Reposition the Procurement function to become the driver of cross-functional change Integrate new topics such as digitalization and sustainability into their Procurement roadmaps Ensure that Procurement efficiencies are fully reflected**

in bottom-line profits Perfect for C-Suite executives and Procurement professionals at companies of all sizes, Profit from Procurement belongs on the bookshelves of every employee and leader tasked with company operations and profit strategy.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

**NEW YORK TIMES BESTSELLER • LONGLISTED FOR THE NATIONAL BOOK AWARD** • One of today's most insightful and influential thinkers offers a powerful exploration of inequality and the lesson that generations of Americans have failed to learn: Racism has a cost for everyone—not just for people of color. **WINNER OF THE PORCHLIGHT BUSINESS BOOK AWARD • ONE OF THE BEST BOOKS OF THE YEAR:** Time, The Washington Post, St. Louis Post-Dispatch, Ms. magazine, BookRiot, Library Journal • **LONGLISTED FOR THE ANDREW CARNEGIE MEDAL** • "This is the book I've been waiting for."—Ibram X. Kendi, #1 New York Times bestselling author of How to Be an Antiracist Heather McGhee's specialty is the American economy—and the mystery of why it so often fails the American public. From the financial crisis of 2008 to rising student debt to collapsing public infrastructure, she found a root problem: racism in our politics and policymaking. But not just in the most obvious indignities for people of color. Racism has costs for white people, too. It is the common denominator of our most vexing public problems, the core dysfunction of our democracy and constitutive of the spiritual and moral crises that grip us all. But how did this happen? And is there a way out? McGhee embarks on a deeply personal journey across the country from Maine to Mississippi to California, tallying what we lose when we buy into the zero-sum paradigm—the idea that progress for some of us must come at the expense of others. Along the way, she meets white people who confide in her about losing their homes, their dreams, and their shot at better jobs to the toxic mix of American racism and greed. This is the story of how public goods in this country—from parks and pools to functioning schools—have become private luxuries; of how unions collapsed, wages stagnated, and inequality increased; and of how this country, unique among the world's advanced economies, has thwarted universal healthcare. But in unlikely places of worship and work, McGhee finds proof of what she calls the Solidarity Dividend: the benefits we gain when people come together across race to accomplish what we simply can't do on our own. The Sum of Us is not only a brilliant analysis of how we arrived here but also a heartfelt message, delivered with startling empathy, from a black woman to a multiracial America. It leaves us with a new vision for a future in which we finally realize that life can be more than a zero-sum game.

Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top-performing companies achieve superior results through a leading position in their core business. Unfortunately, there's very little in the way of practical advice on how to do this. Grow the Core shows you how to focus on your core business for brand success, with a program of eight workouts road-tested by the author's consultancy, the brandgym. The book provides inspiration, practical advice and proven tools for building and strengthening your core business. It is packed with case studies from brandgym clients, including Mars, Friesland Campina, SAB Miller and Danone. The book features exclusive brandgym research, in addition to front-line experience on over one hundred brand coaching projects.

How Creating Value for Others Built One of the World's Most Successful Companies

How Courageous Companies Thrive by Giving More Than They Take

How Business Can Lift Up the World

A Return to Growth in Turbulent Times : Book Review

Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

Where the Crawdads Sing (Movie Tie-In)

The Profit of Peace

*A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.*

*Is your company delivering products to customers at the right time, place, and price—with the best possible availability and lowest possible cost and working capital? If not, you're probably alienating your customers and suppliers, eroding shareholder value, and losing control of your fixed costs. These dangerous mistakes can put you out of business.*

*It may seem a strange notion to give the private sector a role in conflict prevention or resolution, but multinational corporations (MNCs) do have some characteristics that make them good partners in a well-designed strategy for peace and stability. By focusing on their core competencies, their presence in a conflict region can help to provide prosperity for rebuilding society and its institutions, and improved respect for human rights. This book is not a song of praise for MNCs in general. There is a litany of examples of companies that feel no shame in profiting from conflicts by trading weapons or illegal resources, that prolong war by supporting one or other of the parties, or that are only in a war-torn country because the lawlessness suits them well. Even companies that refrain from such criminal activities cannot be envisaged as potential peace-builders if they profit unscrupulously from cheap labour or cheap subcontractors. Instead, this book is about corporations that are disposed to ethical, responsible entrepreneurship: companies that balance their desire for profit with compliance with international business and human rights standards and with a genuine investment in local workers, environmental protection, social development and stability. Worldwide about 60,000 MNCs work in over 70 conflict regions. They operate in regions where social unrest is harshly repressed, where outright fighting takes place, or where civil war has recently ended. Whatever the attitude of multinationals and whatever their area of business, they influence conflicts or are themselves influenced by conflicts. Even if they do not directly invest in or trade with a conflict region, they always risk being associated with those conflicts. The Profit of Peace examines how multinationals can use their core business competencies to promote peace and stability in conflict regions and what role - if any - business has in diplomacy. To investigate these questions the authors interviewed CEOs and high-level managers of multinationals working in 'challenging' countries such as Afghanistan, Burma and Rwanda. The interviewees provided extraordinarily candid views on both the practical and ethical issues that occur when operating under extremely volatile circumstances. The lessons learned by these managers make the book invaluable for any manager working for a large company in a region of unrest. Two vital elements emerged. Firstly, the ability to manage cultural differences is a key factor for success. Without a keen sense of the differences in management styles, in perceptions of ethics and morality, and in the values behind political opinions, every peace effort is doomed to fail. Secondly, ethically correct decisions do not necessarily lead to ethically correct results. It was not the objective of the authors to judge which of the parties in conflict regions are right or wrong. Rather, they wanted to find out what kind of attitude at the end of the day contributes most effectively to conflict prevention or stabilisation of a region. In other words, in this book corporate responsibility is measured by the results and not by the intentions. All of the CEOs interviewed for this book were well aware of the fact that their companies operating in conflict regions would always influence the conflict one way or another. This awareness in itself is quite extraordinary, and it shows that the indifferent comment "business is business" by and large belongs to a past era. Also extraordinary was that the managers allowed such a frank look into their sanctuary, since this candour makes them all the more vulnerable to criticism. Through the information from the interviewees and from other managers who have experience in conflict regions, the book outlines the ingredients for an approach that can best lead to a solution of conflicts and to greater stability. It will only be in the long run that we will be able to establish how successful the new profession of 'business diplomat' can be, but in the meantime the daily practices of MNCs show that they can work on 'the profit of peace'. This book is based on investigative journalism and contains many examples of best practices worldwide. It will be essential reading for practitioners, policy-makers and students involved with corporate social responsibility, peace studies, development studies and stakeholder management.*

*A Financial Times Best Business Book of the Year Named one of 10 Best New Management Books for 2022 by Thinkers50 "An advocate of sustainable capitalism explains how it's done" — The Economist "Polman's new book with the sustainable business expert Andrew Winston...argues that it's profitable to do business with the goal of making the world better." — The New York Times Named as recommended reading by Fortune's CEO Daily "...Polman has been one of the most significant chief executives of his era and that his approach to business and its role in society has been both valuable and path-breaking." — Financial Times The ex-Unilever CEO who increased his shareholders' returns by 300% while ensuring the company ranked #1 in the world for sustainability for eleven years running has, for the first time, revealed how to do it. Teaming up with Andrew Winston, one of the world's most authoritative voices on corporate sustainability, Paul Polman shows business leaders how to take on humanity's greatest and most urgent challenges—climate change and inequality—and build a thriving business as a result. In this candid and straight-talking handbook, Polman and Winston reveal the secrets of Unilever's success and pull back the curtain on some of the world's most powerful c-suites. Net Positive boldly argues that the companies of the future will profit by fixing the world's problems, not creating them. Together the authors explode our most prevalent corporate myths: from the idea that business' only function is to maximise profits, to the naive hope that Corporate Social Responsibility will save our species from disaster. These approaches, they argue, are destined for the graveyard. Instead, they show corporate leaders how to make their companies "Net Positive"—thriving by giving back more to the world than they take. Net Positive companies unleash innovation, build trust, attract the best people, thrill customers, and secure lasting success, all by helping create stronger, more inclusive societies and a healthier planet. Heal the world first, they argue, and you'll satisfy your investors as a result. With ambitious vision and compelling stories, Net Positive will teach you how to find the inner purpose and courage you need to embrace the only business model that will matter in the years ahead. You will learn how to lead others and unlock your company's soul, while setting and delivering big and aggressive goals, and taking responsibility for all of your company's impacts. You'll find out the secrets to partnering with others, including your competition and critics, to drive transformative change from which you will prosper. You'll build a company that serves your people, your customers, your communities, your shareholders—and your children and grandchildren will thank you for it. Is this win-win for business and humanity too good to be true? Don't believe it. The world's smartest CEOs are already taking their companies on the Net Positive journey and benefitting as a result. Will you be left behind? Join the movement at netpositive.world*

**How to Focus on your Core Business for Brand Success**

**Beyond the Core**

**How Strategy Really Works**

**Transforming Your Business by Putting Suppliers at the Core**

**Profit for Life**

**Crash Proof 2.0**

**Profit from Procurement**

*The roadmap and best practices to reap the enormous value that can emerge when your businesses prioritizes social and environmental goals—such as climate change, diversity and inclusion, and sustainability—right alongside the pursuit of profit. We not only live in a world where pursuing social goals and pursuing profit are becoming more aligned in the corporate setting—we also live in a time in which consumers of every age are specifically looking to support organizations that stand for social and environmental goals greater than themselves. Backed by cutting-edge research distinguished Harvard Business School professor George Serafeim has conducted over the past decade, readers will learn: The tactical ways that companies can put the new analytics of doing good into practice, and design initiatives that have positive impact; The six archetypes of value creation enabled by these new trends; The role of investors and how their recognition that robust management of material ESG issues can pay off in the capital markets is critical to keeping companies on the right path; and How we can all look at our choices and our careers through the lens of these societal trends and manage our behavior to drive impact in our lives and for our organizations. Purpose and Profit is a must-read for anybody seeking to drive social and environmental change in their businesses and reap the rewards of fierce customer loyalty, bettering the way work is done, and the immeasurable satisfaction in living an impactful life.*

*Based on a multiyear study of such firms as Apple, IKEA, and Vanguard, the authors warn against complexity as a strategy for business planning, advocating instead for a simple, repeatable model that provides for constant improvement.*

*Clear-headed advice on strategy from the international consulting firm Bain & Company restores a timely and refreshing "back-to-basics" approach to growth.*

*Serial entrepreneur and business visionary Dale Partridge built a multimillion-dollar company differently than how the typical enterprise is built. He did so using seven core beliefs that he believes are the secret to creating a sustaining world: • People matter • Truth wins • Transparency frees • Authenticity attracts • Quality speaks • Generosity returns • Courage sustains And now he is not alone. Every day major headlines tell the story of a new and better American marketplace. Established corporations have begun reevaluating the quality of their products, the ethics of their supply chain, and how they can give back. Meanwhile, millions of entrepreneurs who want a more responsible and compassionate marketplace have launched a new breed of socially focused business models. And you can too! In People Over Profit, find the courage to value honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.*

*Grow the Pie*

*Strategy from the Outside In: Profiting from Customer Value*

*Stakeholder Capitalism*

*30 Ways to Anticipate and Profit from Strategic Changes Reshaping Your Business*

*Profit First*

*Ten Types of Innovation*

*A Return to Growth in Turbulent Times*

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

When Profit from the Core was published in 2001, it became an international bestseller, helping hundreds of companies find their way back to profitable growth after the bursting of the Internet bubble. The 2007 global financial meltdown reaffirmed the perils of pursuing heady growth through untested strategies, as firms in industries from finance to retailing to automobiles strayed too far from their core businesses and suffered the consequences. In this updated edition of Profit from the Core, authors Chris Zook and James Allen show that a renewed focus on the core is more critical than ever as firms seek to rebuild their competitive advantage coming out of the downturn—and that a strong core will be the foundation for successful expansion as the economy recovers. Based on more than ten years of Bain & Company research and analysis and fresh examples from firms responding to the current downturn, the book outlines what today's executives and managers need to do now to revitalize their core, identify the next wave of profitable growth, and build on it successfully. Zook and Allen explain how companies can: • Develop a strong, well-defined core and use it to establish a leadership position • Follow the golden rule of strategy: discourage competitors from investing in your core • Assess whether your core is operating at its full potential • Uncover hidden assets in your core that provide the seeds for new growth • Find a repeatable formula to apply core business strengths in adjacent markets Building on powerful and proven ideas to meet today's formidable business challenges, Profit from the Core is the back-to-basics strategy field guide no manager should be without.

The Quantum Age cuts through the hype to demystify quantum technologies, their development paths, and the policy issues they raise.

Reimagining our global economy so it becomes more sustainable and prosperous for all Our global economic system is broken. But we can replace the current picture of global upheaval, unsustainability, and uncertainty with one of an economy that works for all people, and the planet. First, we must eliminate rising income inequality within societies where productivity and wage growth has slowed. Second, we must reduce the dampening effect of monopoly market power wielded by large corporations on innovation and productivity gains. And finally, the short-sighted exploitation of natural resources that is corroding the environment and affecting the lives of many for the worse must end. The debate over the causes of the broken economy—laissez-faire government, poorly managed globalization, the rise of technology in favor of the few, or yet another reason—is wide open. Stakeholder Capitalism: A Global Economy that Works for Progress, People and Planet argues convincingly that if we don't start with recognizing the true shape of our problems, our current system will continue to fail us. To help us see our challenges more clearly, Schwab—the Founder and Executive Chairman of the World Economic Forum—looks for the real causes of our system's shortcomings, and for solutions in best practices from around the world in places as diverse as China, Denmark, Ethiopia, Germany, Indonesia, New Zealand, and Singapore. And in doing so, Schwab finds emerging examples of new ways of doing things that provide grounds for hope, including: Individual agency: how countries and policies can make a difference against large external forces A clearly defined social contract: agreement on shared values and goals allows government, business, and individuals to produce the most optimal outcomes Planning for future generations: short-sighted presentism harms our shared future, and that of those yet to be born Better measures of economic success: move beyond a myopic focus on GDP to more complete, human-scaled measures of societal flourishing By accurately describing our real situation, Stakeholder Capitalism is able to pinpoint achievable ways to deal with our problems. Chapter by chapter, Professor Schwab shows us that there are ways for everyone at all levels of society to reshape the broken pieces of the global economy and—country

by country, company by company, and citizen by citizen—glue them back together in a way that benefits us all.

The Founder's Mentality

What Racism Costs Everyone and How We Can Prosper Together

Corporate Responsibility in Conflict Regions

Add 30% to Your Bottom Line by Breaking Down Silos

Profit from the Source

Playing to Win

Profit from the Core

Over the next decade, two out of every three companies will face the challenge of their corporate lives: redefining their core business. Buffeted by global competition and facing an uncertain future, more and more executives will realize that they must make fundamental changes in their core even as they continue delivering the goods and services that keep them in business today. Unstoppable shows these managers how to look deep within their organizations to find undervalued, unrecognized, or underutilized assets that can serve as new platforms for sustainable growth. Drawing on more than thirty interviews with CEOs from companies such as De Beers, American Express, and Samsung, it shows readers how to recognize when the core needs reinvention and how to deploy the "hidden assets" that can be the basis for tomorrow's growth. Building on the author's previous books, Profit from the Core and Beyond the Core, this book shows how any company in crisis can transform itself to become truly unstoppable.

Procurement can be your company's secret weapon for winning in turbulent times. In most companies, procurement is an unglamorous, unloved part of the business. A job in the procurement office? A fast track to nowhere. Sourcing and supplier management is strictly about costs, the thinking goes, and all that matters is playing hardball to get these as low as possible. No connection to innovation or strategy or creating positive value. Not so fast. As Boston Consulting Group thought leaders Christian Schuh, Wolfgang Schnellbacher, Alenka Triplat, and Daniel Weise explain in Profit from the Source, procurement should be regarded in a new light, because it has the potential to be a CEO's secret weapon in these fast-moving, disruptive times. The authors offer a wake-up call and a new strategic blueprint for leaders everywhere. With vivid stories and in-depth case studies, they illustrate that no other business function offers the same holistic view of a company—from suppliers who provide the organization with raw materials and components to consumers who buy the finished product. While it's true that a core task of any procurement function is to keep costs from spiraling out of control, the authors show how procurement can help businesses generate phenomenal value from five other sources of competitive advantage critical to success—innovation, quality, sustainability, speed, and risk reduction. Drawing on BCG research and the authors' firsthand experience working with some of the world's leading companies—in high tech, automotive, consumer goods, and many other industries—Profit from the Source provides proven strategies to drive new bottom-line, as well as top-line, growth for your company.

Wall Street Journal Bestseller Jay Steinfeld, Ernst & Young Entrepreneur of the Year and the founder and CEO of Blinds.com (acquired by Home Depot), never planned to create the biggest online window blinds retailer in the world. Against all odds to succeed, Steinfeld's journey in business included failed acquisitions, partnerships gone wrong, perpetual self-doubt, deaths in his family, budget-limited guerilla marketing, corporate buy-outs, brutal market competition, and a complete disruption of industry leaders, including Amazon and big-box retailers. To build something meaningful like Steinfeld, you need to do more than dream about it. You need to Lead from the Core. Learn Steinfeld's "Four Es"—a set of guiding principles that help overcome any obstacle to your organization's success: Evolve Continuously, Experiment Without Fear of Failure, Express Yourself, and Enjoy the Ride. In these pages, you'll also learn specific, actionable tactics, including: • How to start a business with little money and experience • Ways to avoid the early failure that plagues many businesses • Strategies to scale beyond the startup phase • Exactly how to communicate with boards and investors • Proven lessons to attract potential acquirers of your company Told with humor and heart, Lead from the Core is not just a roadmap to make your company a resounding success. It's a masterclass for leaders looking to prevent costly business mistakes, no matter where you are in your journey.

The Discipline of Building Breakthroughs

How Capitalism Excels : Case Studies in Living Asset Management

Net Positive

Good to Great

What's the Future and Why It's Up to Us

Profit Patterns

Finding Hidden Assets to Renew the Core and Fuel Profitable Growth