

# Harvard Business Review Case Study Solutions

*Become a better crisis leader while equipping yourself with the tools for every day transformative leadership Today, in an instant, leaders can find themselves face-to-face with crisis. An active shooter. A media controversy. A data breach. In You're It, the faculty of the National Preparedness Leadership Initiative at Harvard*

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*University takes you to the front lines of some of the toughest decisions facing our nation's leaders—from how to mobilize during a hurricane or in the aftermath of a bombing to halting a raging pandemic. They also take readers through the tough decision-making inside the world's largest companies, hottest startups, and leading nonprofits. The authors introduce readers to the pragmatic model and methods of Meta-Leadership. They show you how to understand what is*

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*happening during a moment  
of crisis and change, what  
to do about it, and how to  
hone these skills to lead  
high-performing teams.  
Then, when crisis hits,  
you can pivot to be the  
leader people follow when  
it matters most. A book  
for turbulent times,  
You're It is essential  
reading for anyone  
preparing to lead an  
adaptive team through  
crisis and change.  
New breakthrough thinking  
in organizational  
learning, leadership, and  
change Continuous  
improvement, understanding*

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*complex systems, and promoting innovation are all part of the landscape of learning challenges today's companies face. Amy Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work. In most organizations, the work that produces value for customers is carried out by teams, and increasingly, by flexible team-like entities. The pace of change and the fluidity of most work structures means that it's*

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*not really about creating effective teams anymore, but instead about leading effective teaming. Teaming shows that organizations learn when the flexible, fluid collaborations they encompass are able to learn. The problem is teams, and other dynamic groups, don't learn naturally. Edmondson outlines the factors that prevent them from doing so, such as interpersonal fear, irrational beliefs about failure, groupthink, problematic power dynamics, and information hoarding. With Teaming,*

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*leaders can shape these factors by encouraging reflection, creating psychological safety, and overcoming defensive interpersonal dynamics that inhibit the sharing of ideas. Further, they can use practical management strategies to help organizations realize the benefits inherent in both success and failure. Presents a clear explanation of practical management concepts for increasing learning capability for business results Introduces a framework that clarifies*

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*how learning processes  
must be altered for  
different kinds of work  
Explains how Collaborative  
Learning works, and gives  
tips for how to do it well  
Includes case-study  
research on Intermountain  
healthcare, Prudential,  
GM, Toyota, IDEO, the IRS,  
and both Cincinnati and  
Minneapolis Children's  
Hospitals, among others  
Based on years of  
research, this book shows  
how leaders can make  
organizational learning  
happen by building teams  
that learn.  
More than a buzzword,*

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*agile is a powerful business tool for all. To the uninitiated, agile is a software development and project management process involving white boards, colored Post-it Notes, and stand-up meetings. It may seem as though agile doesn't and won't ever apply to you. But agile is here to stay, and its benefits can be realized beyond IT and project management into other areas of your business. If you're a leader, it's worth exploring how your group can benefit from the higher productivity and*



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*morale agile brings.*

*Agile: The Insights You Need from Harvard Business Review brings you today's most essential thinking on agile, from exploring the conditions under which agile is most effective and easiest to implement to reducing new-product development risk to bringing the most valuable products and features to market faster and more predictably. The lessons in this book will help you introduce agile into a broader range of activities and accelerate profitable growth for your*

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*company. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research,*

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*interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.*

*Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company?*

*Organizations that mandate rigid, prepandemic policies of five days a*

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*week at the traditional, co-located office may risk a mass exodus of talent. But designing a hybrid office that furthers your business goals while staying true to your culture will require experimentation and rigorous planning. Hybrid Workplace: The Insights You Need from Harvard Business Review will help you adopt technological, cultural, and management practices that will let you seize the benefits and avoid the pitfalls of the hybrid age. Business is changing. Will you adapt*

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*or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for*

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*tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future.*

*Crisis, Change, and How to Lead When It Matters Most*  
*The Everyday Guide to Being Brave at Work*  
*Coronavirus: Leadership and Recovery: The Insights You Need from Harvard Business Review*  
*A Student's Guide*  
*The Insights You Need from*

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## *Harvard Business Review Harvard Business Review on Supply Chain Management*

Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in

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the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with



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interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

An inspirational, practical, and research-based guide for standing up and speaking out skillfully at work. Have you ever wanted to disagree with your boss? Speak up about your company's lack of diversity or unequal pay practices? Make a tough decision you knew would be unpopular? We all have opportunities to be courageous at work. But since courage requires risk—to our

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reputations, our social standing, and, in some cases, our jobs—we often fail to act, which leaves us feeling powerless and regretful for not doing what we know is right. There's a better way to handle these crucial moments—and *Choosing Courage* provides the moral imperative and research-based tactics to help you become more competently courageous at work. Doing for courage what Angela Duckworth has done for grit and Brene Brown for vulnerability, Jim Detert, the world's foremost expert on workplace courage, explains that courage isn't a character trait

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that only a few possess; it's a virtue developed through practice. And with the right attitude and approach, you can learn to hone it like any other skill and incorporate it into your everyday life. Full of stories of ordinary people who've acted courageously, *Choosing Courage* will give you a fresh perspective on the power of voicing your authentic ideas and opinions. Whether you're looking to make a mark, stay true to your values, act with more integrity, or simply grow as a professional, this is the guide you need to achieve greater impact at work. The guide all MBAs and executives

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students need. If you're enrolled in an MBA or executive education program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying and time-consuming. In *The Case Study Handbook, Revised Edition*, William Ellet presents a potent new approach for efficiently analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an

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evaluation, or diagnosing a problem) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Examples of effective writing further reinforce the methods. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs this guide.

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

Blockchain

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

Rebel Talent

What Makes a Leader? (Harvard

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## Business Review Classics)

### Real Estate

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. What makes social media so different from traditional

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media? 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 social media sites, Piskorski argues that the secret of successful ones is that they allow people to



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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. Done right, a company's social media should benefit customers and the firm. Piskorski calls this "a social strategy," and he describes how companies

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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.

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to

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understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure

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Run experiments and A/B tests  
Ask the right questions of your data experts  
Understand statistical terms and concepts  
Create effective charts and visualizations  
Avoid common mistakes

“In this groundbreaking book, Francesca Gino shows us how to spark creativity, excel at work, and become happier: By learning to rebel.” — Charles Duhigg, New York Times bestselling author of *The Power of Habit* and *Smarter Faster Better*  
Do you want to follow a script — or write your own

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story? Award-winning Harvard Business School professor Francesca Gino shows us why the most successful among us break the rules, and how rebellion brings joy and meaning into our lives. Rebels have a bad reputation. We think of them as troublemakers, outcasts, contrarians: those colleagues, friends, and family members who complicate seemingly straightforward decisions, create chaos, and disagree when everyone else is in agreement. But in truth, rebels are also those among

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us who change the world for the better with their unconventional outlooks. Instead of clinging to what is safe and familiar, and falling back on routines and tradition, rebels defy the status quo. They are masters of innovation and reinvention, and they have a lot to teach us. Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy's fashion capital, to the

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World's Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify "rebel talent," and whose examples we can all learn to embrace. Gino argues that the future belongs to the rebel — and that there's a rebel in each of us. We live in turbulent times, when competition is fierce, reputations are easily tarnished on social media, and the world is more divided than ever before. In this cutthroat environment,

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cultivating rebel talent is what allows businesses to evolve and to prosper. And rebellion has an added benefit beyond the workplace: it leads to a more vital, engaged, and fulfilling life. Whether you want to inspire others to action, build a business, or build more meaningful relationships, Rebel Talent will show you how to succeed — by breaking all the rules. How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case.



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This book provides a framework for building a business case. You'll learn how to:

- Clearly define the opportunity you'll want to address in your business case
- Identify and analyze a range of alternatives
- Recommend one option and assess its risks
- Create a high-level implementation plan for your proposed alternative
- Communicate your case to key stakeholders

HBR's 10 Must Reads 2020  
Developing a Business Case  
A Case Study Approach  
Making Change Stick  
Solutions to Four Harvard

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Business Review (HBR) Case Studies

A Guide to Reimagining Your Business

**Strategic execution drives business success. This book covers strategy from the ground up, explaining what strategy is, how to put together a strategic plan, what tools and resources are necessary to execute it, and how to measure results. The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a**

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new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

Can blockchain solve your biggest business problem? While news outlets are transfixed with Bitcoin's latest swings, your most forward-looking competitors are tuning out the noise and quietly making key bets on blockchain. They're effortlessly tracking every last link in their supply chains. They're making bureaucratic paper trails

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obsolete while keeping their customers' data safer. And they're imagining new ways to use this next foundational technology to sustain their competitive advantage. What should you be doing right now to ensure that your business is poised for success? These articles by blockchain experts and consultants will help you understand today's most essential thinking on what blockchain is capable of now, how to adopt it in your organization, and how the technology is likely to be used in the near future and beyond.

Blockchain: The Insights You

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Need from Harvard Business Review will help you spearhead important conversations, get going on the right blockchain initiatives in your company, and capitalize on the opportunity of the coming blockchain wave. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case

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studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and

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number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of "doing things right"—except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership—in business, the

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media, and academia. In Authentic Leadership Bill George makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from \$1.1 billion to \$460 billion, averaging 35% per year. George candidly recounts many of the toughest challenges he encountered -- from ethical



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dilemmas and battles with the FDA to his own development as a leader. He shows how to develop the five essential dimensions of authentic leaders—purpose, values, heart, relationships, and self-discipline. Authentic Leadership offers inspiring lessons to all who want to lead with heart and with compassion for those they serve. Bill George helps readers answer vital questions such as: What should I do when my personal values conflict with company business values? How do I make trade-offs between the needs of my customers, my employees, and my company's

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shareholders? Do I really want to devote my talents to business?

Authentic Leadership provides a tested guide for character-based leaders and all those who have a stake in the integrity and success of our corporations.

Keeping Strategy on Track

The Case Study Handbook

Driving Digital Strategy

Climate Change: The Insights

You Need from Harvard

Business Review

How to Choose and Execute the Right Approach

Harvard Business Review on

Managing High-tech Industries

**What I Didn't Learn in**

**Business School is a**

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compelling read---whether you're a recent business school grad struggling to apply your new knowledge or an experienced leader who already knows that no strategy is created in a vacuum. --Book Jacket.

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides

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allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such

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as executive summaries, guiding questions, and a list of further reading rounds out the book.

Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane. This volume, tentatively titled "Growing for Broke and Other Stories From the

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Frontlines of Management" looks at growth strategy. How do you grow your business without sending it flying off the rails? When should you stick to your core? All this and more!

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

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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

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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,



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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

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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.

Two years in the cauldron

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of capitalism—"horrifying and very funny" (The Wall Street Journal) In this candid and entertaining insider's look at the most influential school in global business, Philip Delves Broughton draws on his crack reporting skills to describe his madcap years at Harvard Business School. Ahead of the Curve recounts the most edifying and surprising lessons learned in the quest for an MBA, from the ingenious chicanery of leveraging and the unlikely pleasures of accounting, to the antics of the "booze luge"

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and other, less savory trappings of student culture. Published during the one hundredth anniversary of Harvard Business School, this is the unflinching truth about life in the trenches of an iconic American institution.

How We Profit from Social  
Media

The Definitive Management  
Ideas of the Year from  
Harvard Business Review  
(with bonus article "How  
CEOs Manage Time" by  
Michael E. Porter and  
Nitin Nohria)

Democracy

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## Improving Business Processes

HBR's 10 Must Reads on  
Creativity (with bonus  
article "How Pixar Fosters  
Collective Creativity" By  
Ed Catmull)

## Your Strategy Needs a Strategy

Climate change is threatening our world. How are you responding? Heat waves, flooding, extreme storms, harsh winters. The effects of climate change are only getting worse. How can you ensure your organization is taking the right steps to mitigate this threat--and what can you, as an individual,

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do to help? These articles by experts and researchers will help you understand how climate change is affecting the future of business. Climate Change: The Insights You Need from Harvard Business Review will prepare you to join in the current discussion, identify immediate and long-term risks for your company, and plan for the future. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest

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thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future. Seize this moment to advance

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racial justice at your organization. In the wake of widespread anti-racism demonstrations across the world, many companies have spoken out forcefully. They've made unprecedented commitments to equity and launched ad campaigns and task forces to counter racism, especially anti-Black racism. But now comes the real test—harnessing the energy of this moment to further and sustain change for the better. Racial Justice: The Insights You Need from Harvard Business Review will help you combat racism and bias throughout your company, revitalize your diversity



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and inclusion efforts, and lead the conversations necessary to bring your organization a step closer to racial equity. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete

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today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future.

How to compete in a world dominated by tech giants. A new breed of monopolies is threatening your business. Tech mega-firms from around the world are encroaching on your industry's space, rewriting the rules, and scooping up

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talent--and your customers.

What should you and your company be doing right now to counter these challenges?

Monopolies and Tech Giants: The Insights You Need from Harvard Business Review will provide you with today's most essential thinking on corporate inequality and the future of antitrust, help you understand what these threats mean for your organization, and give your company the tools to succeed in the winner-take-all economy. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that

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are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will

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help you grasp these critical ideas--and prepare you and your company for the future.

NEW from the bestselling HBR's 10 Must Reads series. Stop pushing products—and start cultivating relationships with the right customers. If you read nothing else on marketing that delivers competitive advantage, 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 reinvent your marketing by putting it—and your customers—at the center of your business. Leading experts such as Ted

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Levitt and Clayton Christensen provide the insights and advice you need to:

- Figure out what business you're really in
- Create products that perform the jobs people need to get done
- Get a bird's-eye view of your brand's strengths and weaknesses
- Tap a market that's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

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

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Communication HBR's 10 Must  
Reads on Collaboration HBR's  
10 Must Reads on Innovation  
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 Teams  
A Practical Guide  
Harvard Business Review on  
Strategic Alliances  
Teaming  
HBR's 10 Must Reads on  
Strategic Marketing (with  
featured article "Marketing  
Myopia," by Theodore Levitt)  
Authentic Leadership

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

**Lead through the crisis and  
prepare for recovery. As the  
Covid-19 pandemic is exacting  
its toll on the global economy,  
forward-looking organizations  
are moving past crisis  
management and positioning  
themselves to leap ahead  
when the worst is over. What  
should you and your  
organization be doing now to  
address today's  
unprecedented challenges  
while laying the foundation  
needed to emerge stronger?  
Coronavirus: Leadership and  
Recovery provides you with  
essential thinking about**



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**managing your company through the pandemic, keeping your employees (and yourself) healthy and productive, and spurring your business to continue innovating and reinventing itself ahead of the recovery. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and**

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**practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future. Historian David Moss adapts the case study method made famous by Harvard Business School to revitalize our conversations about governance and democracy and show how the United States has often thrived on political conflict. These 19**

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**cases ask us to weigh choices and consequences, wrestle with momentous decisions, and come to our own conclusions.**

**Leading Minds and Landmark Ideas In An Easily Accessible Format From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. High-tech industries face a unique set of challenges in bringing their ideas to market. Harvard**

**Business Review on Managing High-Tech Industries;B** collects key ideas featured in the Harvard Business Review that will help high-tech executives stay competitive throughout the entire process of taking a cutting-edge concept from the drawing board to the marketplace. A Harvard Business Review Paperback.

**You think you have a winning strategy. But do you?**

**Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other. Should you aim to be big or fast? Should you create**

**a blue ocean, be adaptive, play to win—or forget about a sustainable competitive advantage altogether? In a business environment that is changing faster and becoming more uncertain and complex almost by the day, it's never been more important—or more difficult—to choose the right approach to strategy. In this book, The Boston Consulting Group's Martin Reeves, Knut Haanæs, and Janmejaya Sinha offer a proven method to determine the strategy approach that is best for your company. They start by helping you assess your business environment—how unpredictable it is, how much**

**power you have to change it, and how harsh it is—a critical component of getting strategy right. They show how existing strategy approaches sort into five categories—Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable—depending on the extent of predictability, malleability, and harshness. In-depth explanations of each of these approaches will provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch. Addressing your most pressing strategic challenges, you'll be able to answer**

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**questions such as: • What replaces planning when the annual cycle is obsolete? • When can we—and when should we—shape the game to our advantage? • How do we simultaneously implement different strategic approaches for different business units? • How do we manage the inherent contradictions in formulating and executing different strategies across multiple businesses and geographies? Until now, no book brings it all together and offers a practical tool for understanding which strategic approach to apply. Get started today.**

**Two Years at Harvard  
Business School**

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**Artificial Intelligence  
Monopolies and Tech Giants:  
The Insights You Need from  
Harvard Business Review  
Hybrid Workplace: The  
Insights You Need from  
Harvard Business Review  
Rediscovering the Secrets to  
Creating Lasting Value  
Racial Justice: The Insights  
You Need from Harvard  
Business Review**

*Many of today's companies struggle with the task of delivering products customers want when and where they want them. Using tactics from articles in this volume, any company can learn how to beat the competition, and stripping waste from each step in their*



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*value-delivery process.*

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

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*information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor,*

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*including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply using discussion facilitation techniques. To learn more about the book, and to see resources available, visit [teachingwithcases.hbsp.harvard.edu](http://teachingwithcases.hbsp.harvard.edu)*

*The Case Study Handbook,  
Revised Edition A Student's*

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*Guide Harvard Business Press  
HBR Guide to Data Analytics  
Basics for Managers (HBR  
Guide Series)*

*Agile: The Insights You Need  
from Harvard Business Review  
Create and Implement the  
Best Strategy for Your  
Business*

*Customer Data and Privacy:  
The Insights You Need from  
Harvard Business Review  
Choosing Courage  
Teaching with Cases*

*Is your company spending  
too much time on  
strategy  
development—with too  
little to show for it?  
If you read nothing else*

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*on strategy, read these 10 articles (featuring "What Is Strategy?" by Michael E. Porter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you catalyze your organization's strategy development and execution. HBR's 10 Must Reads on Strategy will inspire you to:*

- Distinguish your company from rivals*
- Clarify what your company will and won't do*
- Craft a vision*

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*for an uncertain future  
Create blue oceans of  
uncontested market space  
Use the Balanced  
Scorecard to measure  
your strategy Capture  
your strategy in a  
memorable phrase Make  
priorities explicit  
Allocate resources early  
Clarify decision rights  
for faster decision  
making This collection  
of best-selling articles  
includes: featured  
article "What Is  
Strategy?" by Michael E.  
Porter, "The Five  
Competitive Forces That*

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*Shape Strategy,"*  
*"Building Your Company's  
Vision," "Reinventing  
Your Business Model,"*  
*"Blue Ocean Strategy,"*  
*"The Secrets to  
Successful Strategy  
Execution," "Using the  
Balanced Scorecard as a  
Strategic Management  
System," "Transforming  
Corner-Office Strategy  
into Frontline Action,"*  
*"Turning Great Strategy  
into Great Performance,"*  
*and "Who Has the D? How  
Clear Decision Roles  
Enhance Organizational  
Performance."*

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*When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These*



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*engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of*

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*further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane. This volume, tentatively titled "Bob's Meltdown and Other Stories from the*

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*Frontines of Management"*  
looks at the most common  
issue in  
workplaces--employee  
behavior. What should  
you do when a star  
employee loses his  
temper in public? Worse  
yet, what if your  
protege seems to be  
coming unglued? All this  
and more!

*In challenging times,  
companies must serve  
their customers faster  
and more efficiently.  
This makes improving  
your business processes  
more critical than ever.*

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*In this book, you'll learn key steps for carrying out a business process improvement initiative, including how to:*

- Plan a business process improvement initiative*
- Analyze and redesign a current process that needs improvement*
- Obtain the resources needed to change a process*
- Develop a systematic approach for creating and implementing change*

*This work provides a diverse look at strategic alliances*

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*including why and how they provide strategic advantage, the counterintuitive logic behind allying with your competitors, and how to effectively build and maintain cross-border.*

*You're It*

*How to Read, Discuss, and Write Persuasively about Cases*

*Boise Automation Canada Ltd. - ENSR*

*International - Medical Equipment Inc. in Saudi Arabia - Heidi Roizen*

*What I Didn't Learn in Business School*

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*The Case Study Handbook,  
Revised Edition*

*How Strategy Works in  
the Real World*

***When asked to define the ideal leader, many would emphasize traits such as intelligence, toughness, determination, and vision—the qualities traditionally associated with leadership. Often left off the list are softer, more personal qualities—but they are also essential. Although a certain degree of analytical and technical skill is a minimum requirement for success, studies indicate that emotional intelligence may***

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*be the key attribute that distinguishes outstanding performers from those who are merely adequate.*

*Psychologist and author Daniel Goleman first brought the term "emotional intelligence" to a wide audience with his 1995 book of the same name, and Goleman first applied the concept to business with a 1998 classic Harvard Business Review article. In his research at nearly 200 large, global companies, Goleman found that truly effective leaders are distinguished by a high degree of emotional intelligence. Without it, a person can have first-class*

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*training, an incisive mind, and an endless supply of good ideas, but he or she still won't be a great leader. The chief components of emotional intelligence—self-awareness, self-regulation, motivation, empathy, and social skill—can sound unbusinesslike, but Goleman found direct ties between emotional intelligence and measurable business results. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a*



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*groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come. Digital transformation is no longer news—it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy*

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*has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small*

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*independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage*

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*of the limitless  
opportunities the digital  
age provides.*

*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*

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*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 company for a rapidly  
aging workforce and society  
This collection of articles  
includes "The Surprising  
Power of Questions," by*

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*Alison Wood Brooks and  
Leslie K. John; "Strategy  
Needs Creativity," by Adam  
Brandenburger; "What Most  
People Get Wrong about Men  
and Women," by Catherine H.  
Tinsley and Robin J. Ely;  
"Collaborative Intelligence:  
Humans and AI Are Joining  
Forces," by H. James Wilson  
and Paul R. Daugherty;  
"Stitch Fix's CEO on Selling  
Personal Style to the Mass  
Market," by Katrina Lake;  
"Strategy for Start-Ups," by  
Joshua Gans, Erin L. Scott,  
and Scott Stern; "Agile at  
Scale," by Darrell K. Rigby,  
Jeff Sutherland, and Andy  
Noble; "Operational  
Transparency," by Ryan W.  
Buell; "The Dual-Purpose*

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*Playbook," by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey; "How CEOs Manage Time," by Michael E. Porter and Nitin Nohria; and "When No One Retires," by Paul Irving.*

*Collect data and build trust. With the rise of data science and machine learning, companies are awash in customer data and powerful new ways to gain insight from that data. But in the absence of regulation and clear guidelines from most federal or state governments, it's difficult for companies to understand what qualifies as reasonable use and then determine how*

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*to act in the best interest of their customers. How do they build, not erode, trust? Customer Data and Privacy: The Insights You Need from Harvard Business Review brings you today's most essential thinking on customer data and privacy to help you understand the tangled interdependencies and complexities of this evolving issue. The lessons in this book will help you develop strategies that allow your company to be a good steward, collecting, using, and storing customer data responsibly. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your*



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*understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series*

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*will help you grasp these  
critical ideas—and prepare  
you and your company for the  
future.*

*Ahead of the Curve*

*A Social Strategy*

*Why It Pays to Break the  
Rules at Work and in Life  
Strategy*

*HBR Guide to Building Your  
Business Case*