

# READ FREE HARVARD CASE STUDY SOLUTION STORE24

## Developing a Business Case

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

## Keeping Strategy on Track

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

## 65 Successful Harvard Business School Application Essays

The staff of the "Harbus," the Harvard Business School's newspaper, presents essays that got their writers into the #1 business school in the nation, with tips to help readers do that same at Harvard--or elsewhere.

## Making Change Stick

When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read

on the plane. This volume, tentatively titled "Bob's Meltdown and Other Stories from the Frontlines of Management" looks at the most common issue in workplaces--employee behavior. What should you do when a star employee loses his temper in public? Worse yet, what if your protege seems to be coming unglued? All this and more!

## **The Strategy-Focused Organization**

The creators of the revolutionary performance management tool called the Balanced Scorecard introduce a new approach that makes strategy a continuous process owned not just by top management, but by everyone. In *The Strategy-Focused Organization*, Robert Kaplan and David Norton share the results of ten years of learning and research into more than 200 companies that have implemented the Balanced Scorecard. Drawing from more than twenty in-depth case studies--including Mobil, CIGNA, and AT&T Canada--Kaplan and Norton illustrate how Balanced Scorecard adopters have taken their groundbreaking tool to the next level. These organizations have used the scorecard to create an entirely new performance management framework that puts strategy at the center of key management processes and systems. Kaplan and Norton articulate the five key principles required for building strategy-focused organizations: 1) translate the strategy into operational terms, 2) align the organization to the strategy, 3) make strategy everyone's everyday job, 4) make strategy a continual process, and 5) mobilize change through strong, effective leadership. The authors provide a detailed account of how a range of organizations in the private, public, and nonprofit sectors have deployed these principles to achieve breakthrough, sustainable performance improvements.

## **Harvard Business School Bulletin**

In this love story set in Nashville and Maine, a struggling country music artist learns surprising truths about her past, and about her own heart. Optioned for film by MGM and Lindsay Doran, producer of "Sense and Sensibility."

## **The Road to Eden's Ridge**

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, *Retailing in the 21st Century* offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

## **Retailing in the 21st Century**

New breakthrough thinking in organizational learning, leadership, and change Continuous improvement, understanding complex systems, and promoting innovation are all part of the landscape of learning challenges today's companies face. Amy Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work. In most organizations, the work that produces value for customers is carried out by teams, and increasingly, by flexible team-like entities. The pace of change and the fluidity of most work structures means that it's not really about creating effective teams anymore, but instead about leading effective teaming. Teaming shows that organizations learn when the flexible, fluid collaborations they encompass are able to learn. The problem is teams, and other dynamic groups, don't learn naturally. Edmondson outlines the factors that prevent them from doing so, such as interpersonal fear, irrational beliefs about failure, groupthink, problematic power dynamics, and information hoarding. With Teaming, leaders can shape these factors by encouraging reflection, creating psychological safety, and overcoming defensive interpersonal dynamics that inhibit the sharing of ideas. Further, they can use practical management strategies to help organizations realize the benefits inherent in both success and

failure. Presents a clear explanation of practical management concepts for increasing learning capability for business results Introduces a framework that clarifies how learning processes must be altered for different kinds of work Explains how Collaborative Learning works, and gives tips for how to do it well Includes case-study research on Intermountain healthcare, Prudential, GM, Toyota, IDEO, the IRS, and both Cincinnati and Minneapolis Children's Hospitals, among others Based on years of research, this book shows how leaders can make organizational learning happen by building teams that learn.

## **Teaming**

In a world of stiffening competition, business strategy is more crucial than ever. Yet most organizations struggle in this area--not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realize just a fraction of the financial performance promised in their strategic plans. It doesn't have to be that way, maintain Robert Kaplan and David Norton in *The Execution Premium*. Building on their breakthrough works on strategy-focused organizations, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. This book shows you how to: Develop an effective strategy--with tools such as SWOT analysis, vision formulation, and strategic change agendas Plan execution of the strategy--through portfolios of strategic initiatives linked to strategy maps and Balanced Scorecards Put your strategy into action--by integrating operational tools such as process dashboards, rolling forecasts, and activity-based costing Test and update your strategy--using carefully designed management meetings to review operational and strategic data Drawing on extensive research and detailed case studies from a broad array of industries, *The Execution Premium* presents a systematic and proven framework for achieving the financial results promised by your strategy.

## **The Execution Premium**

The revised Fifth Edition of this popular textbook is redesigned with Excel 2019 and the new inclusion of interactive, user-friendly JMP to encourage business students to develop competitive advantages for use in their future careers. Students learn to build models, produce statistics, and translate results into implications for decision makers. The text features new and updated examples and assignments, and each chapter discusses a focal case from the business world which can be analyzed using the statistical strategies and software provided in the text. Paralleling recent interest in climate change and sustainability, new case studies concentrate on issues such as the impact of drought on business, automobile emissions, and sustainable package goods. The book continues its coverage of inference, Monte Carlo simulation, contingency analysis, and linear and nonlinear regression. A new chapter is dedicated to conjoint analysis design and analysis, including complementary use of regression and JMP. For access to accompanying data sets, please email author Cynthia Fraser at [cfg8q@virginia.edu](mailto:cfg8q@virginia.edu).

## **The Balanced Scorecard**

HR metrics and organizational people-related data are an invaluable source of information from which to identify trends and patterns in order to make effective business decisions. But HR practitioners often lack the statistical and analytical know-how to fully harness the potential of this data. *Predictive HR Analytics* provides a clear, accessible framework for understanding and working with people analytics and advanced statistical techniques. Using the statistical package SPSS (with R syntax included), it takes readers step by step through worked examples, showing them how to carry out and interpret analyses of HR data in areas such as employee engagement, performance and turnover. Readers are shown how to use the results to enable them to develop effective evidence-based HR strategies. This second edition has been updated to include the latest material on machine learning, biased algorithms, data protection and GDPR considerations, a new example using survival analyses, and up-to-the-minute screenshots and examples with SPSS version 25. It is supported by a new appendix showing main R coding, and online resources consisting of SPSS and Excel data sets and R syntax with worked case study examples.

## **Human decisions**

In *From Online Platforms to Digital Monopolies: Technology, Information and Power*, Jonas C L Valente discusses the rise of platforms as key players in deferring social activities, from economy to culture and politics and how they are becoming digital monopolies.

## **Business Statistics for Competitive Advantage with Excel 2019 and JMP**

Direct Store Delivery (DSD) is a key method of selling and distributing products for a variety of industries. In the consumer products industry, DSD is one of the strategic key growth areas, as the process delivers a broad range of business benefits to all parties of the value chain. Today, 24 of the world's Top 30 Fast Moving Consumer Goods companies employ the DSD business process. Although DSD is gaining major and steadily increasing attention in the market, it has hardly been covered by literature and empirical studies. For the first time and including the input of both practitioners and academics, this book throws light on the topic of DSD from different perspectives, providing fresh insights and benefits. The book covers diverse topics. Among others, it delivers a deeper understanding of the DSD business process and why companies use it. Furthermore, the global status quo of DSD usage and details of its implementation will be illustrated and multi-level insights (strategic, operational) will be discussed.

## **Predictive HR Analytics**

Can an Independent Woman Escape Her Destiny? "I always want to know the things one shouldn't do." "So as to do them?" asked her aunt. "So as to choose." said Isabel" - Henry James, *The Portrait of a Lady* After the death of her father, Isabel Archer, a young American lady with many hopes and dreams decides to visit her aunt in England. Isabel wants to be independent and rejects the marriage proposals of two wealthy men. Her cousin wants to help her so he convinces his father on his deathbed to leave much of the estate to Isabel. Can the Lady finally fulfill her dreams? This Xist Classics edition has been professionally formatted for e-readers with a linked table of contents. This eBook also contains a bonus book club leadership guide and discussion questions. We hope you'll share this book with your friends, neighbors and colleagues and can't wait to hear what you have to say about it. Xist Publishing is a digital-first publisher. Xist Publishing creates books for the touchscreen generation and is dedicated to helping everyone develop a lifetime love of reading, no matter what form it takes

## **From Online Platforms to Digital Monopolies**

A Powerful New Approach to Performance Management from the Creators of the Balanced Scorecard In Today's business environment, strategy has never been more important. Yet research shows that most companies fail to execute strategy successfully. Behind this abysmal track record lies an undeniable fact: many companies continue to use management processes-top-down, financially driven, and tactical-that were designed to run yesterday's organizations. Now, the creators of the revolutionary performance management tool called the Balanced Scorecard introduce a new approach that makes strategy a continuous process owned not just by top management, but by everyone. In *The Strategy-Focused Organization*, Robert Kaplan and David Norton share the results of ten years of learning and research into more than 200 companies that have implemented the Balanced Scorecard. Drawing from more than twenty in-depth case studies-including Mobil, CIGNA, Nova Scotia Power, and AT and T Canada-Kaplan and Norton illustrate how Balanced Scorecard adopters have taken their ground-breaking tool to the next level. These organizations have used the scorecard to create an entirely new performance management framework that puts strategy at the center of key management processes and systems. Kaplan and Norton articulate the five key principles required for building Strategy-Focused Organizations: (1) translate the strategy to operational terms, (2) align the organization to the strategy, (3) make strategy everyone's everyday job, (4) make strategy a continual process, and (5) mobilize change through strong, effective leadership. The authors provide a detailed account

of how a range of organizations in the private, public, and nonprofit sectors have deployed these principles to achieve breakthrough, sustainable performance improvements. Presenting a practical, proven framework steeped in rich case study experience, *The Strategy-Focused Organization* helps solve a universal management problem—not just how to formulate strategy, but how to make it work. Building on one of the most revolutionary business ideas of our time, this important book shows how today's leaders can shape their own companies to meet the challenges and reap the rewards of a new competitive era.

## **An Experimental Study on the Effects of Comparative Pricing on Brand Selection**

The first generation of Digital Natives (DNs) is now growing up. However, these digital natives were rather late starters since; their exposure to computers started when they could master the mouse and the penetration of computers in educational institutions was still very low. Today, a new breed of digital natives is emerging. This new breed includes those individuals who are being introduced from their first instances to the world of wireless devices. One year olds manage to master the intuitive touch interfaces of their tablets whilst sitting comfortably in their baby bouncers. The controller-less interfaces allow these children to interact with a machine in a way which was unconceivable below. Thus, our research investigated the paradigm shift between the different generations of digital natives. We analysed the way in which these two generations differ from each other and we explored how the world needs to change in order to harness the potential of these new digital natives.

## **Direct Store Delivery**

Over fifty years ago, Vannevar Bush released his enormously influential report, *Science, the Endless Frontier*, which asserted a dichotomy between basic and applied science. This view was at the core of the compact between government and science that led to the golden age of scientific research after World War II—a compact that is currently under severe stress. In this book, Donald Stokes challenges Bush's view and maintains that we can only rebuild the relationship between government and the scientific community when we understand what is wrong with that view. Stokes begins with an analysis of the goals of understanding and use in scientific research. He recasts the widely accepted view of the tension between understanding and use, citing as a model case the fundamental yet use-inspired studies by which Louis Pasteur laid the foundations of microbiology a century ago. Pasteur worked in the era of the "second industrial revolution," when the relationship between basic science and technological change assumed its modern form. Over subsequent decades, technology has been increasingly science-based. But science has been increasingly technology-based—with the choice of problems and the conduct of research often inspired by societal needs. An example is the work of the quantum-effects physicists who are probing the phenomena revealed by the miniaturization of semiconductors from the time of the transistor's discovery after World War II. On this revised, interactive view of science and technology, Stokes builds a convincing case that by recognizing the importance of use-inspired basic research we can frame a new compact between science and government. His conclusions have major implications for both the scientific and policy communities and will be of great interest to those in the broader public who are troubled by the current role of basic science in American democracy.

## **The Portrait of a Lady**

Any parent or friend who has said good-bye to a young man, or woman, going abroad for study or adventure will be entranced by Bruce Lynn's letters from Africa. You will experience his letters as a gift of shared thoughts, dreams and challenges. In letters to his parents, Bruce provides insight into the searching within himself that is a part of this stage in a young person's life. Traveling to Togo, West Africa for the year between his sophomore and junior years at Harvard University, Bruce reveals his coming of age and new cultural awareness through a myriad of experiences that include playing center as the only white person in the local basketball league, teaching a class on the Declaration of Independence at the American International School, guiding travel writers to the land of the Tamberma, interviewing Elizabeth Dole when she visited

Togo, and being helped when he was ill by Mr. Owebo, who ran the local concession stand. The book is edited by Marjorie Lynn, who, when cleaning out a closet one rainy day, discovered Bruce's letters received twenty years earlier. She recognized that the letters would represent a journey of discovery for others traveling toward themselves.

## **The Strategy-focused Organization**

Longlisted for the National Book Award A moving, subtle sequence of narrative poems, from a sharp new poetic voice Two strangers walk toward Emmaus. Christ has just been crucified, and they are heartbroken—until a third man joins them on the road and comforts them. Once they reach Emmaus and break bread, the pair realizes they have been walking with Christ himself. But in the moment they recognize him, he disappears. Spencer Reece draws on this tender story in his mesmerizing collection—one that fearlessly confronts love and its loss, despair and its consolation, and faith in all of its various guises. Reece's central figure in *The Road to Emmaus* is a middle-aged man who becomes a priest in the Episcopal Church; these poems follow him to New York City, to Honduras, to a hospital where he works as a chaplain, to a prison, to an Alcoholics Anonymous meeting. With language of simple, lyrical beauty that gradually accrues weight and momentum, Reece spins compelling dramas out of small moments: the speaker, living among a group of orphans, wondering "Was it true, what they said, that a priest is a house lit up?"; two men finding each other at a Coming Out Group; a man trying to become visible after a life that had depended on not being seen. A yearning for connection, an ache of loneliness, and the instant of love disappearing before our eyes haunt this long-awaited second collection from Spencer Reece.

## **The New Digital Natives**

This textbook introduces the "Fundamentals of Multimedia", addressing real issues commonly faced in the workplace. The essential concepts are explained in a practical way to enable students to apply their existing skills to address problems in multimedia. Fully revised and updated, this new edition now includes coverage of such topics as 3D TV, social networks, high-efficiency video compression and conferencing, wireless and mobile networks, and their attendant technologies. Features: presents an overview of the key concepts in multimedia, including color science; reviews lossless and lossy compression methods for image, video and audio data; examines the demands placed by multimedia communications on wired and wireless networks; discusses the impact of social media and cloud computing on information sharing and on multimedia content search and retrieval; includes study exercises at the end of each chapter; provides supplementary resources for both students and instructors at an associated website.

## **Pasteur's Quadrant**

Telephone helplines have become one of the most pervasive sites of expert-lay interaction in modern societies throughout the world. Yet surprisingly little is known of the in situ, language-based processes of help-seeking and help-giving behavior that occurs within them. This collection of original studies by both internationally renowned and emerging scholars seeks to improve upon this state of affairs. It does so by offering some of the first systematic investigations of naturally-occurring spoken interaction in telephone helplines. Using the methods of Conversation Analysis, each of the contributors offers a detailed investigation into the skills and competencies that callers and call-takers routinely draw upon when engaging one another within a range of helplines. Helplines in the US, the UK, Australia, Scandinavia, The Netherlands, and Ireland, dealing with the provision of healthcare, emotional support and counselling, technical assistance and consumer rights, tourism and finance, make up the studies in the volume. Collectively and individually, the research provides fascinating insight into an under-researched area of modern living and demonstrates the relevance and potential of helplines for the growing field of institutional interaction. This book will be of interest to students of communication, applied linguistics, discourse and conversation, sociology, counselling, technology and work, social psychology and anthropology.

## **Boys Will Be Men**

This second edition of Java Programming: From Problem Analysis to Program Design continues to offer readers a truly student-focused approach to the introductory Java course. In addition to extensive examples and exercise sets, this text offers at least one complete Programming Example at the end of each chapter that contains the stages of Input, Output, Problem Analysis and Algorithm Design, and a Complete Program Listing. Utilizing extensive visual diagrams and accurate full-color code, Dr. Malik's programming texts have proven highly successful for beginning programming students.

## **The Road to Emmaus**

Exceptional managers know that they can create competitive advantages by basing decisions on performance response under alternative scenarios. To create these advantages, managers need to understand how to use statistics to provide information on performance response under alternative scenarios. This updated edition of the popular text helps business students develop competitive advantages for use in their future careers as decision makers. Students learn to build models using logic and experience, produce statistics using Excel 2010 with shortcuts, and translate results into implications for decision makers. The author emphasizes communicating results effectively in plain English and with compelling graphics in the form of memos and PowerPoints. Statistics, from basics to sophisticated models, are illustrated with examples using real data such as students will encounter in their roles as managers. A number of examples focus on business in emerging global markets with particular emphasis on China and India. Results are linked to implications for decision making with sensitivity analyses to illustrate how alternate scenarios can be compared. Chapters include screenshots to make it easy to conduct analyses in Excel 2010 with time-saving shortcuts expected in the business world. PivotTables and PivotCharts, used frequently in businesses, are introduced from the start. Monte Carlo simulation is introduced early, as a tool to illustrate the range of possible outcomes from decision makers' assumptions and underlying uncertainties. Model building with regression is presented as a process, adding levels of sophistication, with chapters on multicollinearity and remedies, forecasting and model validation, autocorrelation and remedies, indicator variables to represent segment differences, and seasonality, structural shifts or shocks in time series models. Special applications in market segmentation and portfolio analysis are offered, and an introduction to conjoint analysis is included. Nonlinear models are motivated with arguments of diminishing or increasing marginal response, and a chapter on logit regression models introduces models of market share or proportions. The Second Edition includes more explanation of hypothesis tests and confidence intervals, how t, F, and chi square distributions behave. The Data Files, Solution Files, and Chapter PowerPoints: The data files for text examples, cases, lab problems and assignments are stored on Blackboard and may be accessed using this link:

<https://blackboard.comm.virginia.edu/webapps/portal/frameset.jsp> Instructors can gain access to the files, as well as solution files and chapter PowerPoints by registering on the Springer site:

<http://www.springer.com/statistics/business%2C+economics+%26+finance/book/978-1-4419-9856-9?changeHeader> Business people can gain access to the files by emailing the author [cfg8q@virginia.edu](mailto:cfg8q@virginia.edu).

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## **Fundamentals of Multimedia**

This book constitutes the refereed proceedings of the 7th International Conference on Concept Mapping, CMC 2016, held in Tallinn, Estonia, in September 2016. The 25 revised full papers presented were carefully reviewed and selected from 135 submissions. The papers address issues such as facilitation of learning; eliciting, capturing, archiving, and using "expert" knowledge; planning instruction; assessment of "deep" understandings; research planning; collaborative knowledge modeling; creation of "knowledge portfolios"; curriculum design; eLearning, and administrative and strategic planning and monitoring.

## Calling for Help

The male market is exploding. Thanks to emerging social and cultural trends, men are becoming consumers to reckon with. In 1990 only 4% of men claimed to regularly use a skin care product. By 2015 the figure will have risen to 50%. *Branded Male* discusses the evolution of the male consumer and the desire of marketers to tap into the still underdeveloped male market. Crammed with facts and anecdotes, it analyzes how to effectively brand products and services for the male market. Using a typical modern male's weekday as a template and examining all the influences affecting him, *Branded Male* considers his exposure to brands and the ways marketers can exploit these channels, taking you through popular strategies for marketing to men. In his trademark style, Mark Tungate paints a portrait of the male consumer. From razor blades to beer, from aftershave to hotels, he finds out which marketing messages have the most impact on male wallets. Men's bank balances may never be the same again.

## Structuring Fashion

This Element discusses the concept and applications of strategy tools. Strategy tools are frameworks, techniques, and methods that help individuals and organizations to create their strategies. After a brief overview of different ideas on strategy and strategic thinking, we move on to define and discuss what strategy tools are and elaborate on the promise and perils of using them to implement strategic management. We review the most commonly used, classic tools and techniques, but also less well-known tools of the strategy trade, as proposed by scholars writing in the leading strategy journals. We conclude by offering suggestions on how to improve strategic design and the effectiveness of the resultant strategy through the selective use of the most appropriate tools. Overall, this Element provides a quick overview of the tools that are available to those tasked with creating organizational strategies and making strategic decisions.

## Java Programming

The only self-help book you'll ever need, from a psychiatrist and his comedy writer daughter, who will help you put aside your unrealistic wishes, stop trying to change things you can't change, and do the best with what you can control—the first steps to managing all of life's impossible problems. Need to stop screwing up? Feel like you're under a loser's curse? Work with an ass? Want to clear your name or get justice, rescue an addicted person, get closure after childhood abuse, get a lover to commit, not ruin your kid? Although other self-help books claim to reveal the path to happiness, *F\*ck Feelings* warns that convincing yourself that there is such a path will actually lead you to feel like a true failure. What the Bennetts can promise you is that you can manage any situation life throws at you if you can keep your sense of humor, bend your wishes to fit reality, restrain your feelings, manage bad behavior, and do what you think is right. Life is hard. It's not fair. Our feelings cloud our rationality, and we become tangled in our efforts to achieve the impossible or change the unchangeable. In this groundbreaking, entirely sensible, and funny book, the Bennetts open the shrinks' secret solution manual and show you how to find a new kind of freedom by working toward realistic goals and doing the best with what you can control. They address the most common problems Dr. Bennett's patients bring to his private practice—problems with family, love, work, self-esteem, garden variety assholes, and more—and give you a script for going forward. With no-bullshit advice from a Harvard-educated shrink freed of all jargon and patronization by his smart-ass, comedy writer daughter, *F\*ck Feelings* is the cut-to-the-chase therapy session you've been looking for.

## Fundamentals of Supply Chain Management

With *The Firm*, financial journalist Duff McDonald pulled back the curtain on consulting giant McKinsey & Company. In *The Golden Passport*, he reveals the inner works of a singular nexus of power, ambition, and influence: Harvard Business School. Harvard University still occupies a unique place in the public's imagination, but the Harvard Business School eclipsed its parent in terms of influence on modern society long ago. A Harvard degree guarantees respect. But a Harvard MBA near-guarantees entrance into Western



capitalism's most powerful realm—the corner office. And because the School shapes the way its powerful graduates think, its influence extends well beyond their own lives. It affects the organizations they command, the economy they dominate, and society itself. Decisions and priorities at HBS touch every single one of us. Most people have a vague knowledge of the power of the HBS network, but few understand the dynamics that have made HBS an indestructible and dominant force for almost a century. Graduates of HBS share more than just an alma mater. They also share a way of thinking about how the world should work, and they have successfully molded the world to that vision—that is what truly binds them together. In addition to teasing out the essence of this exclusive, if not necessarily “secret” club, McDonald explores two important questions: Has the school failed at reaching the goal it set for itself—“the multiplication of men who will handle their current business problems in socially constructive ways?” Is HBS complicit in the moral failings of Western capitalism? At a time of soaring economic inequality and growing political unrest, this hard-hitting yet fair portrait offers a much-needed look at an institution that has had a profound influence not just in the world of business but on the shape of our society—and on all our lives.

## **Business Statistics for Competitive Advantage with Excel 2010**

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

## **Resource Management for Individuals and Families**

Strategic Corporate Communication in the Digital Age explores how contemporary communication approaches are crossing boundaries as innovative media formats and digital transformations offer new challenges and opportunities to academia and practitioners.

## **Innovating with Concept Mapping**

When Good Communication Skills Aren't Enough Telling the story of your business is about more than writing grammatically correct proposals and emails or speaking to investors without using “ums” and “uhs.” To get your message across, you have to find a dynamic way to reach your vast audience of stakeholders, consumers, and competitors. Business communication expert Jill Schiefelbein shows you how, delivering an education on how to build a communication-savvy business that retains employees, secures investors, and increases your bottom line. Taking a page from the playbooks of 27 successful companies, entrepreneurs, and brands like Southwest Airlines, the Truth Initiative, Avocados from Mexico, Convince & Convert's Jay Baer, and primetime television host and speaker Jeffrey Hayzlett, you'll learn how to: Apply the four-stage listening matrix to drive your audience to action Use sales call outlines that facilitate buy-in to avoid death by sales script Create value-filled, magnetic marketing that educates and attracts buyers Add value to your products and services with videos and webinars Develop persuasive presentations with the TEMPTaction model So grab a highlighter, get a pen, or sharpen a pencil and start crafting your communication strategy today.

## **Branded Male**

Tools for Strategy

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