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### **D6B - DARIEN KAYLYN**

**DON'T LET YOUR WRITING HOLD YOU BACK.** When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you:

- Push past writer's block
- Grab—and keep—readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Brush up on grammar, punctuation, and usage

Self-awareness is the bedrock of emotional intelligence that enables you to see your talents, shortcomings, and potential. But you won't be able to achieve true self-awareness with the usual quarterly feedback and self-reflection alone. This book will teach you how to understand your thoughts and emotions, how to persuade your colleagues to share what they really think of you, and why self-awareness will spark more productive and rewarding relationships with your employees and bosses. This volume includes the work of: Daniel Goleman Robert Steven Kaplan Susan David **HOW TO BE HUMAN AT WORK.** The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Use design thinking for competitive advantage. If you read nothing else on design thinking, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you use design thinking to produce breakthrough innovations and transform your organization. This book will inspire you to: Identify customers' "jobs to be done" and build products people love Fail small, learn quickly, and win big Provide the support design-thinking teams need to flourish Foster a culture of experimentation Sharpen your own skills as a design thinker Counteract the biases that perpetuate the status quo and thwart innovation Adopt best practices from design-driven powerhouses This collection of articles includes "Design Thinking," by Tim Brown; "Why Design Thinking Works," by Jeanne M. Liedtka; "The Right Way to Lead Design Thinking," by Christian Bason and Robert D. Austin; "Design for Action," by Tim Brown and Roger L. Martin; "The Innovation Catalysts," by Roger L. Martin; "Know Your Customers' 'Jobs to Be Done,'" by Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan; "Engineering Reverse Innovations," by Amos Winter and Vijay

Govindarajan; "Strategies for Learning from Failure," by Amy C. Edmondson; "How Indra Nooyi Turned Design Thinking into Strategy," by Indra Nooyi and Adi Ignatius, and "Reclaim Your Creative Confidence," by Tom Kelley and David Kelley. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

The pressure to be digital has never been greater. The digital revolution is here. It's changing how work gets done, how industries are structured, and how people from all walks of life work, behave, and relate to each other. To thrive in a world driven by data and powered by algorithms, we must learn to see, think, and act in new ways. We need to develop a digital mindset. But what does that mean? Some fear it means that in the near future we will all need to become technologists who master the intricacies of coding, algorithms, AI, machine learning, robotics, and who-knows-what's-next. This book introduces three approaches—Collaboration, Computation, and Change—that you need for a digital mindset and the perspectives and actions within each approach that will enable you to develop the digital skills you need. With a digital mindset, you can ask the right questions, make smart decisions, and appreciate new possibilities for a digital future. Leaders who adopt these approaches will be able to develop their organization's talent to prepare their company for successful and continued digital transformation. Award-winning researchers and professors Paul Leonardi and Tsedal Neeley will show you how, and let you in on a surprising and welcome secret: developing a digital mindset isn't as hard as we think. Most people can become digitally savvy if they follow the 30% rule—the minimum threshold that gives us just enough digital literacy to understand and take advantage of the digital threads woven into the fabric of our world.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Thomas H. Davenport to Michael E. Porter and company examples from Facebook to DHL, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Make stronger connections and build greater trust among people who work on multiple teams Engage customers and employees alike with the help of artificial intelligence Channel your outrage about sexual harass-

ment in the workplace into effective action Consider how CEO activism can generate goodwill for your company--and weigh its risks Pair data with qualitative research to increase diversity in your organization Remain competitive in a hub economy by using your company's assets and capabilities differently This collection of articles includes: "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Why Do We Undervalue Competent Management?" by Raffaella Sadun, Nicholas Bloom, and John Van Reenen; "Numbers Take Us Only So Far," by Maxine Williams; "The New CEO Activists," by Aaron K. Chatterji and Michael W. Toffel; "Artificial Intelligence for the Real World," by Thomas H. Davenport and Rajeev Ronanki; "Why Every Organization Needs an Augmented Reality Strategy," by Michael E. Porter and James E. Heppelmann; "Thriving in the Gig Economy," by Gianpiero Petriglieri, Susan Ashford, and Amy Wrzesniewski; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; and "Now What?" by Joan C. Williams and Suzanne Lebsack.

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

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."

Presents a collection of management insights and practices from some of the top thinkers in the field.

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

team and enhance its performance Network effectively to achieve business goals and for personal advancement Navigate relationships with employees, bosses, and peers Get support from above View the big picture in your decision making Balance your team's work and personal life in a high-intensity workplace This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin Reid and Lakshmi Ramarajan; "Harnessing the Science of Persuasion," Robert B. Cialdini; "What Makes a Leader?" by Daniel Goleman; "The Authenticity Paradox," by Herminia Ibarra; "Managing Your Boss," by John J. Gabarro and John P. Kotter; "How Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass; and BONUS ARTICLE: "How Managers Become Leaders," by Michael D. Watkins.

Fascinating stats... useful tips... entertaining topics. Did you know that to make a task seem easier, all you have to do is lean back a little? Or that retail salespeople who mimic the way their customers speak and behave end up selling more? If you like stats like this, are intrigued by ideas, and find connecting the dots to be a critical part of your skill set—this book is for you. Culled from Harvard Business Review's popular newsletter, The Daily Stat, this book offers a compelling look at insights that both amuse and inform. Covering such managerial topics as teams, marketing, workplace psychology, and leadership, you'll find a wide range of business statistics and general curiosities and oddities about professional life that will add an element of trivia and humor to your learning (and will make you appear smarter than your colleagues). Highly quotable and surprisingly useful, Stats and Curiosities: From Harvard Business Review will keep you on the front lines of business research—and ahead of the pack at work.

This collection highlights the most important ideas and concepts from Michael E. Porter, recognized worldwide as the leading thinker on strategy. Porter heads The Institute for Strategy and Competitiveness based at Harvard Business School and is the foremost authority on competitive strategy for business, as well as on the competitiveness and economic development of nations, states, and regions. Business readers will recognize Porter's seminal book, *On Competition*, as a classic in the field. This set, curated by Harvard Business Review, includes the full digital edition of the updated and expanded edition of *On Competition*—a must-have for anyone interested in or studying the topic of strategy and for those developing strategy for their own organizations. The collection also includes the digital edition of the popular *Understanding Michael Porter: The Essential Guide to Competition and Strategy*, which offers a concise, accessible summary of Porter's revolutionary thinking and was written with Porter's full cooperation by Joan Magretta, his former editor at Harvard Business Review. Finally, the set features the newer foundational article "Creating Shared Value," which was published in Harvard Business Review in 2011 to great fanfare and global accolades. This must-have collection is for anyone serious about business, strategy, and competitiveness.

How to Innovate and Execute Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both, simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govin-

darajan expands the leader's innovation tool kit with a simple and proven method for allocating the organization's energy, time, and resources—in balanced measure—across what he calls “the three boxes”:

- Box 1: The present—Manage the core business at peak profitability
- Box 2: The past—Abandon ideas, practices, and attitudes that could inhibit innovation
- Box 3: The future—Convert breakthrough ideas into new products and businesses

The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all levels of the organization. Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

A trio of experts on high-tech business strategy and innovation reveal the principles that have made platform businesses the most valuable firms in the world and the first trillion-dollar companies. Managers and entrepreneurs in the digital era must learn to live in two worlds—the conventional economy and the platform economy. Platforms that operate for business purposes usually exist at the level of an industry or ecosystem, bringing together individuals and organizations so they can innovate and interact in ways not otherwise possible. Platforms create economic value far beyond what we see in conventional companies. *The Business of Platforms* is an invaluable, in-depth look at platform strategy and digital innovation. Cusumano, Gawer, and Yoffie address how a small number of companies have come to exert extraordinary influence over every dimension of our personal, professional, and political lives. They explain how these new entities differ from the powerful corporations of the past. They also question whether there are limits to the market dominance and expansion of these digital juggernauts. Finally, they discuss the role governments should play in rethinking data privacy laws, antitrust, and other regulations that could reign in abuses from these powerful businesses. Their goal is to help managers and entrepreneurs build platform businesses that can stand the test of time and win their share of battles with both digital and conventional competitors. As experts who have studied and worked with these firms for some thirty years, this book is the most authoritative and timely investigation yet of the powerful economic and technological forces that make platform businesses, from Amazon and Apple to Microsoft, Facebook, and Google—all dominant players in shaping the global economy, the future of work, and the political world we now face.

**Become a Digital Master—No Matter What Business You're In** If you think the phrase “going digital” is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in

digital capabilities, and how to lead the transformation. Within these parts, you'll learn:

- How to engage better with your customers
- How to digitally enhance operations
- How to create a digital vision
- How to govern your digital activities

The book also includes an extensive step-by-step transformation playbook for leaders to follow. *Leading Digital* is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

How do the most resilient companies survive—and even thrive—during a slowdown? If you read nothing else on surviving a tough economy and coming back stronger, read these 15 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company persevere through economic challenges and continue to grow while your competitors stumble. This book will inspire you to:

- Harness your resources to pull through a pandemic
- Learn the right lessons from previous recessions
- Minimize pain while cutting costs and managing risk
- Foster a healthy culture during anxious times
- Make smart moves to protect your own job
- Seize the opportunity to innovate and reinvent your business

This collection of articles includes "Seize Advantage in a Downturn" by David Rhodes and Daniel Stelter; "How to Survive a Recession and Thrive Afterward: A Research Roundup" by Walter Frick; "How to Bounce Back from Adversity" by Joshua D. Margolis and Paul G. Stoltz; "Rohm and Haas's Former CEO on Pulling off a Sweet Deal in a Down Market" by Raj Gupta; "How to Be a Good Boss in a Bad Economy" by Robert I. Sutton; "Layoffs That Don't Break Your Company" by Sandra J. Sucher and Shalene Gupta; "Getting Reorgs Right" by Stephen Heidari-Robinson and Suzanne Heywood; "Reigniting Growth" by Chris Zook and James Allen; "Reinvent Your Business Model Before It's Too Late" by Paul Nunes and Tim Breene; "How to Protect Your Job in a Recession" by Janet Banks and Diane Coutu; "Learning from the Future" by J. Peter Scoblic; "5 Ways to Stimulate Cash Flow in a Downturn" by Eddie Yoon and Christopher Lochhead; "The Case for M&A in a Downturn" by Brian Salsberg; "Include Your Employees in Cost-Cutting Decisions" by Patrick Daoust and Paul Simon; and "Preparing Your Business for a Post-Pandemic World" by Carsten Lund Pedersen and Thomas Ritter. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

The future is here. How is your organization responding? Amid the turbulence of a global pandemic, worldwide social justice movements, and accelerated digital transformation, one thing is clear—work will no longer be the same. Employees now expect a flexible, inclusive workplace and a deeper connection to their employer. Organizations must commit to doing good for their people and communities. What should you and your company be doing to adapt? *The Future of Work: The Insights You Need* from Harvard Business Review will provide you with today's most essential thinking about creating a work-from-anywhere organization, harnessing AI as part of your team, creating an inclusive culture, and building a purpose-driven organization. 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 is-

sues—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.

Does the character of our leaders matter? You may think this question was answered long ago. Countless business authors and analysts have assured us that great leadership demands great character. Time and again, we've seen that truth play out, as once-thriving organizations falter and fail under the guidance of leaders behaving badly. Why, then, do so many executives remain skeptical about the true value of leadership character? A winning strategy and a sound business model are what really matter, they argue; character is just the icing on the cake. What's been missing from this debate is hard evidence: data that shows not only that leadership character matters for organizational success, but how it matters; and concrete evidence that it leads to better business results. Now, in this groundbreaking book, respected leadership researcher, adviser, and author Fred Kiel offers that evidence—solid data that demonstrates the connection between character, leadership excellence, and organizational results. After seven years of rigorous research based on a landmark study of more than 100 CEOs and over 8,000 of their employees' observations, Kiel's findings show that leaders of strong character achieved up to five times the ROA for their organizations as did leaders of weak character. *Return on Character* goes on to reveal:

- How leadership character is formed, how it creates value, and how that value spreads throughout the organization
- How low-character leaders undermine the success of even the best business plans
- How leaders at any level can develop the habits of strong character and “unlearn” the habits of poor character

The book also provides a character-building methodology—step-by-step advice and techniques for assessing your own character habits and improving your performance and that of your organization. *Return on Character* provides the blueprint for building your own leadership character and creating a character-driven organization that achieves superior business results.

The perfect gift for aspiring leaders: 16 volumes of HBR Guide. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders looking for trusted advice on such diverse topics as data analytics, negotiating, business writing, and coaching. This set includes *Persuasive Presentations*, *Better Business Writing*, *Finance Basics*, *Data Analytics*, *Building Your Business Case*, *Making Every Meeting Matter*, *Project Management*, *Emotional Intelligence*, *Getting the Right Work Done*, *Negotiating*, *Leading Teams*, *Coaching Employees*, *Performance Management*, *Delivering Effective Feedback*, *Dealing with Conflict*, and *Managing Up and Across*. Arm yourself with the advice you need to succeed on the job, from the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges. Also available as an ebook set.

Two world-renowned strategists detail the seven leadership imperatives for transforming companies in the new digital era. Digital transformation is critical. But winning in today's world requires more than digitization. It requires understanding that the nature of competitive advantage has shifted—and that being digital is not enough. In *Beyond Digital*, Paul Leinwand and Matt Mani from Strategy&, PwC's global strategy consulting business, take readers inside twelve companies and how they have navigated through this monumental shift: from Philips's reinvention from a

broad conglomerate to a focused health technology player, to Cleveland Clinic's engagement with its broader ecosystem to improve and expand its leading patient care to more locations around the world, to Microsoft's overhaul of its global commercial business to drive customer outcomes. Other case studies include Adobe, Citigroup, Eli Lilly, Hitachi, Honeywell, Inditex, Komatsu, STC Pay, and Titan. Building on a major new body of research, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Embrace and create value via ecosystems Build a system of privileged insights with your customers Make your organization outcome-oriented Invert the focus of your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for how leaders can define a bolder purpose and transform their organizations.

The most definitive management ideas of the century, all in one place. Harvard Business Review is the foremost destination for smart management thinking. Now, at its 100th anniversary, this commemorative volume brings together the most influential ideas since its inception. With an introduction written by editor in chief Adi Ignatius, HBR at 100 features business publishing's most influential voices on innovative topics, including: Michael E. Porter on competitive strategy Clayton M. Christensen on disruptive innovation Tim Brown on design thinking Linda A. Hill on being a first-time manager Daniel Goleman on emotional intelligence Erik Brynjolfsson and Andrew McAfee on artificial intelligence Robert Livingston on racial equity at work Amy C. Edmondson and Mark Mortensen on psychological safety Robert B. Cialdini on the science of persuasion W. Chan Kim and Renée Mauborgne on blue ocean strategy Gary Hamel and C.K. Prahalad on strategic intent Peter F. Drucker on managing yourself Whether you're a longtime reader or you're picking up an HBR volume for the first time, this book offers all you need to understand the most critical ideas in management.

Blockchain is transforming business. What's your strategy? Leaders of forward-thinking organizations are exploring how blockchain can transform the way they create and seek value. Whether it's used to streamline multiparty processes, create and trade new assets, or leverage artificial intelligence and the internet of things, blockchain enables entirely new business opportunities. This is just the start. As blockchain becomes more widely adopted, it has the potential to radically change the way companies and societies operate, as transformative a paradigm shift as the launch of the internet. *The Real Business of Blockchain* is one of the first books on this transformative technology written for business leaders. Authors David Furlonger and Christophe Uzureau—both of Gartner, the world-renowned research and advisory company—will help you: Assess how blockchain will impact your business Explore the value proposition that blockchain offers Make smart near- and midterm investments Position your organization in a new competitive landscape Timely, visionary, and accessible, *The Real Business of Blockchain* cuts through the hype and helps you unlock the vast capabilities of this powerful and potentially world-changing technology.

Tackle complex situations with critical thinking. You're facing a problem at work. There are many ways you can approach the situation, but each comes with its own pros and cons. How do you sort through all the information so that you know you're taking the right path? The answer is in how you think. *The HBR Guide to Critical Thinking* will help you navigate your most challenging issues, from difficult problems to tough decisions to complex scenarios. By carefully observing the situation, gathering information, inviting other perspectives, and analyzing what's in front of

you, you can move forward with confidence while building this crucial leadership skill. You'll learn how to: Question your assumptions Keep an open mind to opposing viewpoints Sidestep cognitive biases Use data—when appropriate Grow comfortable with ambiguity Find innovative and creative solutions Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Building a successful career starts with you. It's easy to get caught up in the day-to-day demands of your current job and lose sight of the big picture, but with a typical career spanning 50 years or more, you do so at your own peril. It's up to you to chart your own course to professional success. If you read nothing else on effectively managing your career, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you develop yourself, make the right career moves, navigate inevitable detours and disruptions, and turn your professional dreams into reality. This book will inspire you to: Identify and leverage your strengths Cultivate the curiosity, skills, and knowledge you need to maintain your professional relevance far into the future Navigate messy job transitions gracefully Build and sustain a network that supports and encourages your growth Restore meaning and passion to your work Bounce back from career setbacks big and small Reinvent yourself, even in tough times This collection of articles includes "Managing Oneself," by Peter F. Drucker; "How to Play to Your Strengths," by Laura Morgan Roberts, Gretchen Spreitzer, Jane Dutton, Robert Quinn, Emily Heaphy, and Brianna Barker Caza; "How to Stay Stuck in the Wrong Career," by Herminia Ibarra; "Five Ways to Bungle a Job Change," by Boris Groysberg and Robin Abrahams; "Learning to Learn," by Erika Andersen; "The Strategic Side Gig," by Ken Banta and Orlan Boston; "How Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "How to Bounce Back from Adversity," by Joshua D. Margolis and Paul G. Stoltz; "Rebounding from Career Setbacks," by Mitchell Lee Marks, Philip Mirvis, and Ron Ashkenas; "Reawakening Your Passion for Work," by Richard Boyatzis, Annie McKee, and Daniel Goleman; and "Next-Gen Retirement," by Heather C. Vough, Christine D. Bataille, Leisa Sargent, and Mary Dean Lee. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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

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

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

Managing people is fraught with challenges- even if you are a seasoned manager. Here's how to handle them. If you read nothing else on managing people, read these articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you maximize your employee's performance. This book will inspire you to: tailor your management styles to fit your people; motivate with more responsibility, not more money; support first-time managers; build trust by soliciting input; teach smart people how to learn from failure; build high-performing teams; and manage your boss. -- from Back Cover

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

good to be true? Don't believe it. The world's smartest CEOs are already taking their companies on the Net Positive journey and benefitting as a result. Will you be left behind? Join the movement at [netpositive.world](https://netpositive.world)

Five years' worth of management wisdom, all in one place. Get the latest, most significant thinking from the pages of Harvard Business Review in 5 Years of Must Reads from HBR: 2022 Edition. Every year, HBR editors examine the ideas, insights, and best practices from the past twelve months to select the definitive articles that have provoked the most conversation and inspired the most change. From building trust as a leader, to creating a workplace where equity can thrive, to exploring how the work-from-anywhere future is now our present, the articles in this five-book collection will help you manage your daily challenges and meet the changing competitive landscape head-on. Books in HBR's 10 Must Reads series offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Michael Porter, Frances X. Frei, Marcus Buckingham, Joan C. Williams, Roger Martin, Robert Livingston, and Katrina Lake. Company examples range from P&G, UPS, and Deloitte to Alibaba, Apple, and Stitch Fix. 5 Years of Must Reads from HBR: 2022 Edition brings the most current and important business conversations to your fingertips. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Even the most successful professionals encounter hurdles at some point in their careers. While you can't avoid setbacks, you can recover from them and regain your confidence. Whether you make a mistake, lose a client, or get a bad performance review, you need to learn from the experience and move on. The You at Work: Dealing with Setbacks article collection will help you gain understanding from your experience, proactively discuss the problem with your manager or team, and get back on track. What's included: (1) a specially curated collection of nine articles from HBR.org on a range of topics, including how to bounce back after missing out on a promotion, how to recover from a failed negotiation, and how to restore your team's or your manager's trust in you; and (2) tools to help you prepare for difficult conversations and create an individual development plan.

Help your company adapt to the new rules of competition. If you read nothing else on creating value with business platforms and ecosystems, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reap the rewards of multisided platforms (MSPs)—or defend your company against these formidable opponents. This book will inspire you to: Assess the threat of disruption from platforms in your industry Decide whether and how to play with increasingly powerful platform businesses Choose the right strategy for transforming your product into a platform Harness network effects to maximize value for the partners in your ecosystem Shift from managing products to managing interactions Learn when moving first and growing fast will work—and when it won't Manage winner-take-all dynamics This collection of articles includes "Pipelines, Platforms, and the New Rules of Strat-

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

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

Five years' worth of management wisdom, all in one place. Get the latest, most significant thinking from the pages of Harvard Business Review in 5 Years of Must Reads: 2020 Edition. Every year, HBR editors examine the ideas, insights, and best practices from the past twelve months to select the definitive articles that have provoked the most conversation, the most inspiration, and the most change. From how you can lead with authenticity by moving past your comfort zone, to engaging customers and employees alike with the help of artificial intelligence, to scaling your agile processes from a handful of teams to hundreds, the articles in this five-book collection will help you manage your daily challenges and meet the changing competitive landscape head-on. Books in the HBR 10 Must Reads series offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Michael Porter, W. Chan Kim, Renee Mauborgne, Hermia Ibarra, Marcus Buckingham, Roger Martin, Adam Grant, Thomas Davenport, and Katrina Lake. Company examples range

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

Quick, practical management advice from Harvard Business Review to help you do your job better. Drawing from HBR's popular Management Tip of the Day newsletter, these concise, handy guides are packed with easy-to-read tips on a broad range of topics. Each book puts the best management practices and insights, from top thinkers in the field, right at your fingertips. Pick one up any time you have a few minutes to spare, and you'll have a fresh, powerful idea you can immediately put into action. This collection includes the original best-selling Management Tips and the newly released Management Tips 2.

Get five years of the latest, most significant thinking from the pages of Harvard Business Review in one library set. Every year, HBR editors examine the ideas, insights, and best practices from the past twelve months to select the articles that have provoked the most conversation, the most inspiration, and the most change. From how companies can proactively evolve their business models to stay ahead of the digital revolution to understanding why your strategy execution isn't working--and how to fix it--the articles in these volumes will help you manage your daily challenges and meet the changing competitive landscape head-on. Books in the HBR 10 Must Reads series offer essential reading from Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Michael Porter, Herminia Ibarra, Daniel Goleman, Marcus Buckingham, Roger Martin, Adam Grant, Thomas Davenport, and Patty McCord. Company examples range from Unilever, Deloitte, and DHL to Facebook, Netflix, Google, and Uber. 5 Years of Must Reads: 2019 Edition brings the most current and important business conversations of the past few years to your fingertips.

Five years' worth of management wisdom, all in one place. Get the latest, most significant thinking from the pages of Harvard Business Review in 5 Years of Must Reads: 2021 Edition. Every year, HBR editors examine the ideas, insights, and best practices from the past twelve months to select the definitive articles that have provoked the most conversation, the most inspiration, and the most change. From how you can lead with authenticity by moving past your comfort zone, to understanding how blockchain will affect your industry, to creating a workplace where gender equity can thrive, the articles in this five-book collection will help you manage your daily challenges and meet the changing competitive landscape head-on. Books in the HBR 10 Must Reads series offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Michael Porter, W. Chan Kim, Renee Mauborgne, Herminia Ibarra, Marcus Buckingham, Joan C. Williams, Roger Martin, Adam Grant, and Katrina Lake. Company examples range from Pepsico, DHL, and Deloitte to Alibaba, Adobe, and Stitch Fix. 5 Years of Must Reads: 2021 Edition brings the most current and important business conversations to your fingertips.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Marcus Buckingham to Amy Edmondson and company examples from Lyft to Disney, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Rethink whether constant, candid feedback really helps employees thrive Move beyond di-

versity and inclusion to creating a racially just workplace Adopt connected strategies that anticipate your customers' needs Navigate the challenges of dual-career relationships Understand when data creates competitive advantage—and when it doesn't Break through the organizational barriers that impede AI initiatives Lead in a new era of climate action This collection of articles includes “The Feedback Fallacy,” by Marcus Buckingham and Ashley Goodall; “Cross-Silo Leadership,” by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; “Toward a Racially Just Workplace,” by Laura Morgan Roberts and Anthony J. Mayo; “The Age of Continuous Connection,” by Nicolaj Siggelkow and Christian Terwiesch; “The Hard Truth about Innovative Cultures,” by Gary P. Pisano; “Creating a Trans-Inclusive Workplace,” by Christian N. Thoroughgood, Katina B. Sawyer, and Jennica R. Webster; “When Data Creates Competitive Advantage,” by Andrei Hagiu and Julian Wright; “Your Approach to Hiring Is All Wrong,” by Peter Cappelli; “How Dual-Career Couples Make It Work,” by Jennifer Petriglieri; “Building the AI-Powered Organization,” by Tim Fountaine, Brian McCarthy, and Tamim Saleh; “Leading a New Era of Climate Action,” by Andrew Winston; and “That Discomfort You’re Feeling Is Grief,” by Scott Berinato.

Business.

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

MEET YOUR GOALS—ON TIME AND ON BUDGET. How do you rein in the scope of your project when you've got a group of demanding stakeholders breathing down your neck? And map out a schedule everyone can stick to? And motivate team members who have competing demands on their time and attention? Whether

you're managing your first project or just tired of improvising, this guide will give you the tools and confidence you need to define smart goals, meet them, and capture lessons learned so future projects go even more smoothly. The HBR Guide to Project Management will help you: Build a strong, focused team Break major objectives into manageable tasks Create a schedule that keeps all the moving parts under control Monitor progress toward your goals Manage stakeholders' expectations Wrap up your project and gauge its success

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 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 HBR's 10 Must Reads on 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

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