

HBR's 10 Must Reads On Managing People (with Featured Article Leadership That Gets Results, By Daniel Goleman)

HBR's 10 Must Reads

The path to your professional success starts with a critical look in the mirror. If you read nothing else on managing yourself, read these 10 articles (plus the bonus article "How Will You Measure Your Life?" by Clayton M. Christensen). We've combed through hundreds of Harvard Business Review articles to select the most important ones to help you maximize yourself. HBR's 10 Must Reads on Managing Yourself will inspire you to: Stay engaged throughout your 50+-year work life Tap into your deepest values Solicit candid feedback Replenish physical and mental energy Balance work, home, community, and self Spread positive energy throughout your organization Rebound from tough times Decrease distractibility and frenzy Delegate and develop employees' initiative This collection of best-selling articles includes: bonus article "How Will You Measure Your Life?" by Clayton M. Christensen, "Managing Oneself," "Management Time: Who's Got the Monkey?" "How Resilience Works," "Manage Your Energy, Not Your Time," "Overloaded Circuits: Why Smart People Underperform," "Be a Better Leader, Have a Richer Life," "Reclaim Your Job," "Moments of Greatness: Entering the Fundamental State of Leadership," "What to Ask the Person in the Mirror," and "Primal Leadership: The Hidden Driver of Great Performance." NEW from the bestselling HBR's 10 Must Reads series. 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 styles
- Frame goals around common interests
- Build consensus and win support

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 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 Strategic Marketing HBR's 10 Must Reads on Teams

Rethink how your organization creates, delivers, and captures value--or risk becoming irrelevant. If you read nothing else on business model innovation, read these 10 articles. We've combed through hundreds of Harvard Business Review

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articles and selected the most important ones to help you reach new customers and stay ahead of your competitors by reinventing your business model. This book will inspire you to: Assess whether your core business model is going strong or running out of gas Fend off free and discount entrants to your market Reinventoriate growth by adding a second business model Adopt the practices of lean startups Develop a platform around your key products Make business model innovation an ongoing discipline within your organization This collection of articles includes "Why Business Models Matter," by Joan Magretta; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "When Your Business Model Is in Trouble," an interview with Rita Gunther McGrath by Sarah Cliffe; "Four Paths to Business Model Innovation," by Karan Girotra and Serguei Netessine; "The Transformative Business Model," by Stelios Kavadias, Kostas Ladas, and Christoph Loch; "Competing Against Free," by David J. Bryce, Jeffrey H. Dyer, and Nile W. Hatch; "Why the Lean Start-Up Changes Everything," by Steve Blank; "Finding the Platform in Your Product," by Andrei Hagiu and Elizabeth J. Altman; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "When One Business Model Isn't Enough," by Ramon Casadesus-Masanell and Jorge Tarzijan; and "Reaching the Rich World's Poorest Consumers," by Muhammad Yunus, Frederic Dalsace, David Menasce, and Benedicte Faivre-Tavignot. 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.

HBR's 10 Must Reads on Boards (with bonus article "What Makes Great Boards Great" by Jeffrey A. Sonnenfeld)

HBR's 10 Must Reads for New Managers Collection

Definitive M

HBR's 10 Must Reads on Leadership (with Featured Article "What Makes an Effective Executive," by Peter F. Drucker)

HBR's 10 Must Reads on Strategy for Healthcare (featuring articles by Michael E. Porter and Thomas H. Lee, MD)

Learn why bad decisions happen to good managers—and how to make better ones. If you read nothing else on decision making, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you and your organization make better choices and avoid common traps. Leading experts such as Ram Charan, Michael Mankins, and Thomas Davenport provide the insights and advice you

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need to: Make bold decisions that challenge the status quo Support your decisions with diverse data Evaluate risks and benefits with equal rigor Check for faulty cause-and-effect reasoning Test your decisions with experiments Foster and address constructive criticism Defeat indecisiveness with clear accountability

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

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

Build resilience in your company to weather the greatest crises. If you read nothing else on organizational resilience, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company prepare for and overcome disruption, social upheaval, and disaster. This book will inspire you to:

Reposition your core business while launching a separate, disruptive business Build the ability to continually anticipate and adjust to emerging trends Prepare for the business implications of climate change Learn about the risks of hyperefficient businesses Develop organizational grit Rebound from a recession faster than your competitors Lead your company through any kind of crisis This collection of articles includes "How Resilience Works" by Diane Coutu; "The Quest for Resilience" by Gary Hamel and Liisa Valikangas; "Disruptive Technologies: Catching the Wave" by Joseph L. Bower and Clayton M. Christensen; "Organizational Grit" by Thomas H. Lee and Angela L. Duckworth; "Leading in Times of Trauma" by Jane E. Dutton, Peter J. Frost, Monica C. Worline, Jacoba M. Lilius, and Jason M. Kanov; "Learning from the Future" by J.

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

HBR's 10 Must Reads on Leadership

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

HBR's 10 Must Reads on Public Speaking and Presenting (with featured article "How to Give a Killer Presentation" By Chris Anderson)

HBR's 10 Must Reads 2019

HBR's 10 Must Reads on Women and Leadership (with bonus article "Sheryl Sandberg: The HBR Interview")
Business.

Create and sustain a culture of learning. If you read nothing else on learning, read these 10 articles by experts in the field. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you keep your skills fresh and relevant, support continuous improvement on your team, and prepare everyone in the organization to thrive over the long term. This book will inspire you to: Cultivate relentless curiosity Magnify your strengths and make yourself indispensable Nurture a growth mindset in yourself and others Deliver actionable feedback to help every employee excel Transform today's failure into tomorrow's success Reimagine your employee-development program Build a learning organization This collection of articles includes "Learning to Learn," by Erika Andersen; "Making Yourself Indispensable," by John H. Zenger, Joseph R. Folkman, and Scott K. Edinger; "Find the Coaching in Criticism," by Sheila Heen and Douglas Stone; "Teaching Smart People How to Learn," by Chris Argyris; "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "The Leader as Coach," by Herminia Ibarra and Anne Scoular; "Strategies for Learning from Failure," by Amy C. Edmondson; "Learning in the Thick of It," by Marilyn Darling, Charles Parry, and Joseph Moore; "Is Yours a Learning Organization?" by David A. Garvin, Amy

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C. Edmondson, and Francesca Gino; "Why Organizations Don't Learn," by Francesca Gino and Bradley Staats; "The Transformer CLO," by Abbie Lundberg and George Westerman; and "The Right Mindset for Success," an interview with Carol Dweck by Sarah Green Carmichael. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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

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Best Workplace on Earth," by Rob Goffee and Gareth Jones. 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."

HBR's 10 Must Reads on Business Model Innovation (with featured article "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)

HBR's 10 Must Reads on Managing People, Vol. 2 (with bonus article "The Feedback Fallacy" by Marcus Buckingham and Ashley Goodall)

Hbr's 10 Must Reads on Change Management 2-Volume Collection

HBR's 10 Must Reads for New Managers (with bonus article "How Managers Become Leaders" by Michael D. Watkins) (HBR's 10 Must Reads)

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

NEW from the bestselling HBR's 10 Must Reads series. Join forces with others inside and outside your organization to solve your toughest problems. If you read nothing else on collaborating effectively, read

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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 work more productively with people on your team, in other departments, and in other organizations. Leading experts such as Daniel Goleman, Herminia Ibarra, and Morten Hansen provide the insights and advice you need to:

- Forge strong relationships up, down, and across the organization
- Build a collaborative culture
- Bust silos
- Harness informal knowledge sharing
- Pick the right type of collaboration for your business
- Manage conflict wisely
- Know when not to collaborate

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 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 Strategic Marketing HBR's 10 Must Reads on Teams

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to:

- Ask better questions to boost your learning, persuade others, and negotiate more effectively
- Create workplace conditions where gender equity can thrive
- Boost results by allowing humans and AI to enhance one another's strengths
- Make better connections with your customers by giving them a glimpse inside your company
- Scale your agile processes from a few teams to hundreds
- Build a commitment to both economic and social values in your organization
- Prepare your company for a rapidly aging workforce and society

This collection of articles includes "The Surprising Power of Questions," by Alison Wood Brooks and Leslie K. John; "Strategy Needs Creativity," by Adam Brandenburger; "What Most People Get Wrong about Men and Women," by Catherine H. Tinsley and Robin J. Ely; "Collaborative Intelligence: Humans and AI Are Joining Forces," by H. James Wilson and Paul R. Daugherty; "Stitch Fix's CEO on Selling Personal Style to the Mass Market," by Katrina Lake; "Strategy for Start-Ups," by Joshua Gans, Erin L. Scott, and Scott Stern; "Agile at Scale," by Darrell K. Rigby, Jeff Sutherland, and Andy Noble; "Operational Transparency," by Ryan W. Buell; "The Dual-Purpose Playbook," by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey; "How CEOs Manage Time," by Michael E. Porter and Nitin Nohria; and "When No One Retires," by Paul Irving.

Keep shareholders happy and manage for the long term. Earning a board seat is a rite of passage. But directors must juggle many responsibilities, from steering company strategy, managing risk, and appointing leaders to setting the right incentives, meeting shareholder expectations, and dealing with activist investors. How do you balance it all? If you read nothing else on boards, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you set your board up for success. This book will inspire you to:

- Ensure you have directors who can meet company goals
- Establish a robust succession-planning process
- Encourage the risk-taking that will generate breakthrough innovation
- Prioritize the health of the enterprise without neglecting shareholders
- Provide the critical support a new CEO needs to succeed
- Ignite nonprofit board members by engaging them in work that matters
- Take on the world's toughest economic, social, and environmental problems

This collection of articles includes "What Makes Great Boards Great," by Jeffrey A. Sonnenfeld; "Building Better Boards," by David A. Nadler; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; "The New Work of the Nonprofit Board," by Barbara E. Taylor, Richard P. Chait, and Thomas P. Holland; "Dysfunction in the Boardroom," by Boris Groysberg and Deborah Bell; "The Board's New Innovation Imperative," by Linda A. Hill and George Davis; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Ending the CEO Succession Crisis," by Ram Charan; "Comp Targets That Work," by Radhakrishnan Gopalan, John Horn, and Todd Milbourn; and "Sustainability in the Boardroom," by Lynn S. Paine. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership,

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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.

HBR's 10 Must Reads on Strategy

HBR's 10 Must Reads on Making Smart Decisions (with featured article "Before You Make That Big Decision..." by Daniel Kahneman, Dan Lovallo, and Olivier Sibony)

The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "The Feedback Fallacy" by Marcus Buckingham and Ashley Goodall)

HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)

HBR's 10 Must Reads on Teams (with featured article "The Discipline of Teams," by Jon R. Katzenbach and Douglas K. Smith)

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.**

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles

and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to:

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

This collection of articles includes "What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee. You want the most important ideas on management all in one place. Now you can have them--in a set of HBR's 10 Must Reads, available as a 14-volume paperback boxed set or as an ebook set. We've combed through hundreds of Harvard Business Review articles on topics such as emotional intelligence, communication, change, leadership, strategy, managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads Ultimate Boxed Set includes 14 bestselling collections: HBR's 10 Must-Reads on Leadership; HBR's 10 Must-Reads on Emotional Intelligence; HBR's 10 Must-Reads on Managing Yourself; HBR's 10 Must-Reads on Strategy; HBR's 10 Must-Reads on Change Management; HBR's 10 Must-Reads on Managing People; HBR's 10 Must Reads: The Essentials; HBR's 10 Must-Reads on Communication; HBR's 10 Must-Reads on Managing Across Cultures; HBR's 10 Must-Reads on Strategic Marketing; HBR's 10 Must-Reads on Teams; HBR's 10 Must-Reads on

Innovation; HBR's 10 Must-Reads on Making Smart Decisions; and HBR's 10 Must-Reads on Collaboration. The HBR's 10 Must Reads Ultimate Boxed Set makes a smart gift for your team, colleagues, or clients. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Peter Drucker, Rosabeth Moss Kanter, John Kotter, Michael Porter, Daniel Goleman, Theodore Levitt, and Rita Gunther McGrath.

A year's worth of management wisdom, all in one place. We've combed through the ideas, insights, and best practices from the past year of Harvard Business Review to help you get up to speed fast on the relevant concepts driving business today. Discover new ideas and sample the latest thinking of our vast array of management experts. Revisit these topics now to make sure your organization is incorporating the best, most up-to-date practices, or keep this book as a reference so you can turn to these memorable pieces when you need them the most. The collection includes articles on leadership, diversity, and strategy, as well as articles that will help you manage yourself and others. 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.

HBR's 10 Must Reads 2020

HBR's 10 Must Reads on Managing People

HBR's 10 Must Reads 2021

HBR's 10 Must Reads on Lifelong Learning (with bonus article "The Right Mindset for Success" with Carol Dweck)

HBR's 10 Must Reads on Managing Yourself (with bonus article "How Will You Measure Your Life?" by Clayton M. Christensen)

Command the room--whether you're speaking to an audience of one or one hundred. If

you read nothing else on public speaking and presenting, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you find your voice, persuade your listeners, and connect with audiences of any size. This book will inspire you to: Win hearts and minds--and approval for your ideas Conquer your nerves and speak with confidence Focus your message so that people really listen Establish trust with your audience by being your authentic self Use data and visuals to persuade more effectively Master the art of storytelling This collection of articles includes "How to Give a Killer Presentation," by Chris Anderson; "How to Become an Authentic Speaker," by Nick Morgan; "Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee," by Bronwyn Fryer; "Connect, Then Lead," by Amy J.C. Cuddy, Matthew Kohut, and John Neffinger; "The Necessary Art of Persuasion," by Jay A. Conger; "The Science of Pep Talks," by Daniel McGinn; "Get the Boss to Buy In," by Susan J. Ashford and James R. Detert; "The Organizational Apology," by Maurice E. Schweitzer, Alison Wood Brooks, and Adam D. Galinsky; "What's Your Story?" by Herminia Ibarra and Kent Lineback; "Visualizations That Really Work," by Scott Berinato; and "Structure Your Presentation Like a Story," by Nancy Duarte. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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

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. A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Marcus Buckingham to Amy Edmondson and company examples from Lyft to Disney, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Rethink whether constant, candid feedback really helps employees thrive Move beyond diversity and inclusion to creating a racially just workplace Adopt connected strategies that anticipate your customers' needs Navigate the challenges of dual-career relationships Understand when data creates competitive advantage—and when it doesn't Break through the organizational barriers that impede AI initiatives Lead in a new era of climate action This collection of articles includes "The Feedback Fallacy," by Marcus Buckingham and Ashley Goodall; "Cross-Silo Leadership," by Tiziana Casciaro, Amy C. Edmondson, and Sujin Jang; "Toward a Racially Just Workplace," by Laura Morgan Roberts and Anthony J. Mayo; "The Age of Continuous Connection," by Nicolaj Siggelkow and Christian Terwiesch; "The Hard Truth about Innovative Cultures," by Gary P. Pisano; "Creating a Trans-Inclusive Workplace," by Christian N. Thoroughgood, Katina B. Sawyer, and Jennica R. Webster; "When Data Creates Competitive Advantage," by Andrei Hagiú 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.

HBR's 10 Must Reads on Communication (with featured article "The Necessary Art of Persuasion," by Jay A. Conger)

Hbr's 10 Must Reads 2022

HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

HBR's 10 Must Reads on Innovation (with featured article "The Discipline of Innovation," by Peter F. Drucker)

HBR's 10 Must Reads

Do you have the right strategy to lead your company into the future? More of the ideas you want, from the authors you trust. We've combed through hundreds of Harvard Business Review

Download File PDF HBR's 10 Must Reads On Managing People (with Featured Article Leadership That Gets Results, By Daniel Goleman)

articles and selected the most important ones to help you combat new competitors and ensure that you can define--and execute--the best strategy for your company. With insights from leading experts, this book will inspire you to: Choose a strategy that best meets the demands of your competitive environment Generate economic value for your company, while also producing value for society Create and capture new markets--and break free of old ones See the growing relevance of data analytics in your organization Transform your products and services into platforms Identify the signals of future disruption and take steps to avoid it 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. Contains six selected articles on leadership from the Harvard Business Review. Includes writings on the importance of emotional intelligence in leadership; argues that management is about coping with complexity; and questions what the crucial characteristics of good leaders are, including debunking common myths.

If you read nothing else on change management, read these definitive articles from Harvard Business Review. Most companies' change initiatives fail. Yours don't have to. HBR's 10 Must Reads on Change Management 2-Volume Collection provides enduring ideas and practical advice to help you spearhead change in your organization. Bringing together HBR's 10 Must Reads on Change Management and HBR's 10 Must Reads on Change Management, Vol. 2, this collection includes twenty articles selected by HBR's editors and features the indispensable article "Leading Change" by John Kotter. From timeless classics to the latest game-changing ideas from thought leaders W. Chan Kim, Renee Mauborgne, Tim Brown, Roger Martin, and more, HBR's 10 Must Reads on Change Management 2-Volume Collection will inspire you to: Lead through the eight critical stages of change Establish a sense of urgency Overcome addiction to the status quo Transform your company's culture Minimize the pain of change Get reorgs right Reshape your organization for climate sustainability Scale agile practices throughout your company Lead change when business is good--but also when times are tough HBR's 10 Must

Download File PDF HBR's 10 Must Reads On Managing People (with Featured Article Leadership That Gets Results, By Daniel Goleman)

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.

Is your business playing it safe—or taking the right risks? If you read nothing else on managing risk, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help your company make smart decisions and thrive, even when the future is unclear. This book will inspire you to:

- Avoid the most common errors in risk management
- Understand the three distinct categories of risk and tailor your risk-management processes accordingly
- Embrace uncertainty as a key element of breakthrough innovation
- Adopt best practices for mitigating political threats
- Upgrade your organization's forecasting capabilities to gain a competitive edge
- Detect and neutralize cyberattacks originating inside your company

This collection of articles includes

- "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes;
- "How to Build Risk into Your Business Model," by Karan Girotra and Serguei Netessine;
- "The Six Mistakes Executives Make in Risk Management," by Nassim N. Taleb, Daniel G. Goldstein, and Mark W. Spitznagel;
- "From Superstorms to Factory Fires: Managing Unpredictable Supply-Chain Disruptions," by David Simchi-Levi, William Schmidt, and Yehua Wei;
- "Is It Real? Can We Win? Is It Worth Doing?: Managing Risk and Reward in an Innovation Portfolio," by George S. Day;
- "Superforecasting: How to Upgrade Your Company's Judgment," by Paul J. H. Schoemaker and Philip E. Tetlock;
- "Managing 21st-Century Political Risk," by Condoleezza Rice and Amy Zegart;
- "How to Scandal-Proof Your Company," by Paul Healy and George Serafeim;
- "Beating the Odds When You Launch a New Venture," by Clark Gilbert and Matthew Eyring;
- "The Danger from Within," by David M. Upton and Sadie Creese; and
- "Future-Proof Your Climate Strategy," by Joseph E. Aldy and Gianfranco Gianfrate.

HBR's 10 Must Reads on Mental Toughness (with bonus interview "Post-Traumatic Growth and Building Resilience" with Martin Seligman) (HBR's 10 Must Reads)

HBR's 10 Must Reads on Leadership 2-Volume Collection

HBR's 10 Must Reads Ultimate Boxed Set (14 Books)

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The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article "Now What?" by Joan C. Williams and Suzanne LeBsock) (HBR's 10 Must Reads)
HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman) (HBR's 10 Must Reads)

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

If you read nothing else on strategy, read these definitive articles from Harvard Business Review. Defining--and executing--the best strategy for your company is fraught with challenge. Do you have the right strategy to lead your company into the future? HBR's 10 Must Reads on Strategy 2-Volume Collection provides enduring ideas and practical advice on how to accelerate your organization's strategy development and execution. Bringing together HBR's 10 Must Reads on Strategy, Vol. 1 and HBR's 10 Must Reads on

Strategy, Vol. 2, this collection includes twenty articles selected by HBR's editors and features the indispensable article "What is Strategy?" by Michael E. Porter. From timeless classics to the latest game-changing ideas from thought leaders W. Chan Kim, Renee Mauborgne, Jim Collins, and more, HBR's 10 Must Reads on Strategy 2-Volume Collection will inspire you to: Distinguish your companies from your rivals Reinvent your business model to keep you on the competitive map Craft a vision for an uncertain future Create and capture new markets--and break free from overcrowded ones Clarify decision roles for faster decision making See the growing relevance of data analytics in your organization Transform your products and services into platforms Identify the signals of future disruption and take steps to avoid it 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.

A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Thomas H. Davenport to Michael E. Porter and company examples from Facebook to DHL, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Make stronger connections and build greater trust among people who work on multiple teams Engage customers and employees alike with the help of artificial intelligence Channel your outrage about sexual harassment in the workplace into effective action Consider how CEO activism can generate goodwill for your company--and weigh its risks Pair data with qualitative research to increase diversity in your organization Remain competitive in a hub economy by using your company's assets and capabilities

differently This collection of articles includes: "The Overcommitted Organization," by Mark Mortensen and Heidi K. Gardner; "Why Do We Undervalue Competent Management?" by Raffaella Sadun, Nicholas Bloom, and John Van Reenen; "'Numbers Take Us Only So Far,'" by Maxine Williams; "The New CEO Activists," by Aaron K. Chatterji and Michael W. Toffel; "Artificial Intelligence for the Real World," by Thomas H. Davenport and Rajeev Ronanki; "Why Every Organization Needs an Augmented Reality Strategy," by Michael E. Porter and James E. Heppelmann; "Thriving in the Gig Economy," by Gianpiero Petriglieri, Susan Ashford, and Amy Wrzesniewski; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "The Error at the Heart of Corporate Leadership," by Joseph L. Bower and Lynn S. Paine; and "Now What?" by Joan C. Williams and Suzanne Lebsock.

What will it take to create a more gender-balanced workplace? If you read nothing else on leadership and gender at work, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you understand where gender equality is today--and how far we still have to go. This book will inspire you to:

- Better understand the path women must take to leadership*
- Learn the root causes of the barriers that exist for women in the workplace*
- Check your own gender biases and distinguish between confidence and competence in your colleagues*
- Manage a more effective gender-diversity program*
- Recognize the issues women face when speaking up about bias or harassment*
- Help women reenter the workforce after taking time off--and create opportunities for them to reach their ambitions.*

This collection of articles includes "Women and the Labyrinth of Leadership," by Alice H. Eagly and Linda L. Carli; "Do Women Lack Ambition?" by Anna Fels; "Women Rising: The Unseen Barriers," by Herminia Ibarra, Robin Ely, and Deborah Kolb; "Women and the Vision Thing," by Herminia Ibarra and Otilia Obodaru; "The Power of Talk: Who Gets Heard and Why," by Deborah Tannen; "The Memo Every Woman Keeps in Her Desk," by Kathleen Reardon; "Why Diversity Programs Fail," by Frank Dobbin and Alexandra Kalev; "Now What?" by Joan C. Williams and Suzanne Lebsock; "The Battle for Female Talent in Emerging Markets," by Sylvia Ann

Hewlett and Ripa Rashid; "Off-Ramps and On-Ramps: Keeping Talented Women on the Road to Success," by Sylvia Ann Hewlett and Carolyn Buck Luce; and "Sheryl Sandberg: The HBR Interview," by Sheryl Sandberg and Adi Ignatius.

HBR's 10 Must Reads on Change

HBR's 10 Must Reads on Organizational Resilience (with bonus article "Organizational Grit" by Thomas H. Lee and Angela L. Duckworth)

HBR's 10 Must Reads on Managing Risk (with bonus article "Managing 21st-Century Political Risk" by Condoleezza Rice and Amy Zegart)

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

HBR's 10 Must Reads on Sales (HBR's 10 Must Reads)

If you read nothing else on leadership, read these definitive articles from Harvard Business Review. Leadership skills are not innate--they can be acquired and honed. HBR's 10 Must Reads on Leadership 2-Volume Collection provides enduring ideas and practical advice on how to harness inspiring, transformational leadership qualities and spearhead change. Bringing together HBR's 10 Must Reads on Leadership, Vol. 1 and HBR's 10 Must Reads on Leadership, Vol. 2, this collection includes twenty articles selected by HBR's editors and features the indispensable article "What Makes an Effective Executive" by Peter F. Drucker. From timeless classics to the latest game-changing ideas from thought leaders Jim Collins, Daniel Goleman, John Kotter, and more, HBR's 10 Must Reads on Leadership 2-Volume Collection will inspire you to: Identify areas for personal growth Develop a more dynamic and sophisticated communication style Transform yourself from a problem solver to an agenda setter Embrace the challenges of adaptive work Draw strength from adversity Build trust with and among your fellow employees Inspire others to give their all HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential

reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

In his defining work on emotional intelligence, bestselling author Daniel Goleman found that it is twice as important as other competencies in determining outstanding leadership. If you read nothing else on emotional intelligence, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you boost your emotional skills—and your professional success. This book will inspire you to:

- Monitor and channel your moods and emotions**
- Make smart, empathetic people decisions**
- Manage conflict and regulate emotions within your team**
- React to tough situations with resilience**
- Better understand your strengths, weaknesses, needs, values, and goals**
- Develop emotional agility**

This collection of articles includes: “What Makes a Leader” by Daniel Goleman, “Primal Leadership: The Hidden Driver of Great Performance” by Daniel Goleman, Richard Boyatzis, and Annie McKee, “Why It’s So Hard to Be Fair” by Joel Brockner, “Why Good Leaders Make Bad Decisions” by Andrew Campbell, Jo Whitehead, and Sydney Finkelstein, “Building the Emotional Intelligence of Groups” by Vanessa Urch Druskat and Steve B. Wolff, “The Price of Incivility: Lack of Respect Hurts Morale—and the Bottom Line” by Christine Porath and Christine Pearson, “How Resilience Works” by Diane Coutu, “Emotional Agility: How Effective Leaders Manage Their Negative Thoughts and Feelings” by Susan David and Christina Congleton, “Fear of Feedback” by Jay M. Jackman and Myra H. Strober, and “The Young and the Clueless” by Kerry A. Bunker, Kathy E. Kram, and Sharon Ting.

Most teams underperform. Yours can beat the odds. If you read nothing else on building better teams, 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 assemble and steer teams that get results. Leading experts such as Jon Katzenbach, Teresa Amabile, and Tamara Erickson provide the insights and advice you need to:

- Boost team performance through mutual accountability**
- Motivate large, diverse groups to tackle complex projects**
- Increase your teams' emotional intelligence**
- Prevent decision deadlock**
- Extract results from a bunch of touchy superstars**
- Fight constructively with top-management**

colleagues

If you read nothing else on sales, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you understand how to create the conditions for sales success. This book will inspire you to:

- * Understand your customer's buying center**
- * Integrate your sales and marketing operations**
- * Assess your business cycle and its impact on your sales force**
- * Transition away from solution sales**
- * Leverage the power of micromarkets**
- * Introduce tiebreaker selling and consensus selling**
- * Motivate your sales force properly**

HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank)

HBR's 10 Must Reads on Strategy 2-Volume Collection

HBR's 10 Must Reads on Collaboration (with featured article "Social Intelligence and the Biology of Leadership," by Daniel Goleman and Richard Boyatzis)