



**Harvard
Business
Review
Press**

SPRING

'13

**HBR'S
10
MUST
READS**

FEATURING
"Before You Make
That Big Decision..."
by Daniel Kahneman, Dan
Lovallo, and Olivier Sibony

On Making Smart Decisions

If you read nothing else on decision making, read these
definitive articles from **Harvard Business Review**.

Keeping Up with the Quants

YOUR GUIDE TO
UNDERSTANDING +
USING ANALYTICS

Thomas H. Davenport
*Bestselling author of
Competing on Analytics*
+
D.J. Patil

Jinho Kim

UPDATED +
EXPANDED

THE FIRST 90 DAYS

Proven Strategies for Getting Up
to Speed Faster and Smarter

MICHAEL D. WATKINS

HARVARD BUSINESS REVIEW PRESS



FRANCESCA GINO

SIDETRACKED

Why Our Decisions Get Derailed,

and How We Can Stick to the Plan

HARVARD BUSINESS REVIEW PRESS

DEFINE
YOUR BRAND

IMAGINE
YOUR FUTURE

Reinventing
you

DORIE CLARK

HARVARD BUSINESS REVIEW PRESS

Dear Friends,

This spring we present another remarkable list of books designed to improve the practice of management.

First up, a classic: we're publishing a new edition, on its tenth anniversary, of one of our bestselling titles, Michael Watkins's *The First 90 Days*. This international bestseller serves as the field manual for anyone going through a career transition.

Tom Davenport, expert in analytics and decision making, returns to our list, this time with coauthor Jin-ho Kim. *Keeping Up with the Quants* is your guide to being able to talk with your business manager, your colleagues in finance, and other analytics and data experts. Armed with Davenport and Kim's ideas, you'll be more conversant with analytical methods and better able to make informed decisions.

In strategy, competitive advantage has held sway for decades. No more, argues Rita McGrath. Her provocatively titled *The End of Competitive Advantage* not only challenges the status quo but also provides a new way forward.

Speaking of provocative titles, we're publishing *Worthless, Impossible, and Stupid*, Dan Isenberg's story of how creative and contrarian entrepreneurs the world over have proven their critics wrong by building sustainable businesses that everyone else thought would fail.

Closer to home, a trio of books devoted to helping you get the most from yourself, whatever career stage you find yourself in: Dorie Clark's *Reinventing You*, Amy Jen Su and Muriel Maignan Wilkins's *Own the Room*, and Rob Kaplan's follow-up to his remarkable *What to Ask the Person in the Mirror*, *What You're Really Meant to Do*.

And if you're confused by all the research on "irrationality" and wondering how to avoid its pitfalls, read Francesca Gino's *Sidetracked*, which not only documents the subtle ways our brains are led astray but also shows us how to overcome our biases.

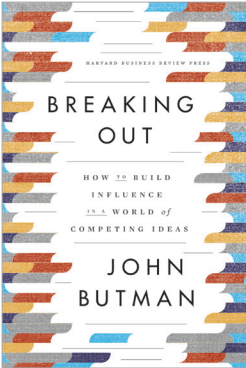
Finally, if you read nothing else, read *HBR's 10 Must Reads*—collections of the best *Harvard Business Review* articles, handpicked by our editors. We're adding six new titles to the series this year, on topics ranging from teams to communication to making smart decisions. The ideas in these collections have met our high standards for Must Read status because they're critical to the success of managers and aspiring leaders.

Happy reading,

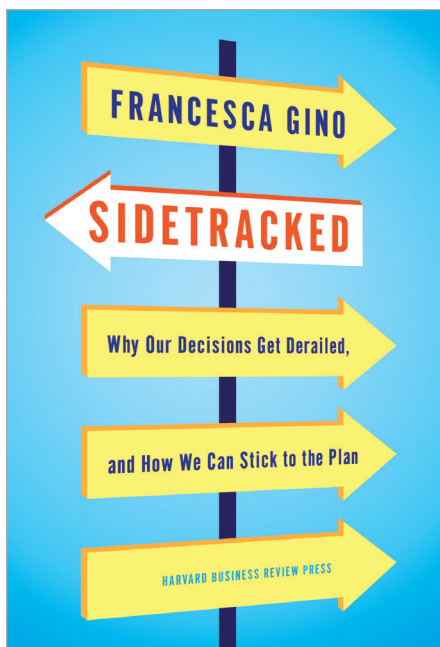
Tim Sullivan, Editorial Director

Sarah McConville, Publisher

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Sidelocked

Why Our Decisions Get Derailed, and How We Can Stick to the Plan

FRANCESCA GINO

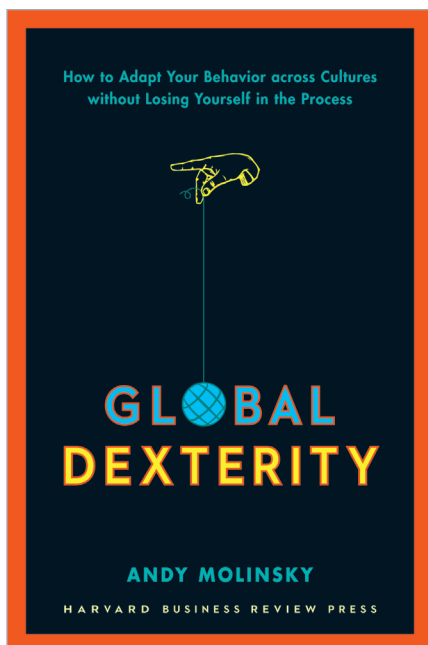
You may not realize it, but simple, seemingly irrelevant factors can have profound consequences on your decisions and behavior. *Sidelocked* will help you identify and avoid these influences so the decisions you make do stick — and you reach your intended goals.

Psychologist and Harvard Business School professor Francesca Gino has long studied the factors at play when judgment and decision making collide with the results of our choices in real life. She explores inconsistent decisions played out in a wide range of circumstances — from our roles as consumers and employees to the choices we make more broadly as human beings. From Gino's research, we see when a mismatch is most likely to occur between what we want and what we end up doing. What factors are likely to sway our decisions in directions we did not initially consider? And what can we do to correct for the subtle influences that derail our most important decisions? This book will help you better understand the nuances of your decisions and the influences that could lead you to stray from your intended goals.

POINTS OF INTEREST

- › In the same popular and strong-selling genre as Dan Ariely and Daniel Kahneman: behavioral economics and decision making
- › Francesca Gino is a rising star at Harvard Business School and is in high demand as a speaker and consultant
- › Strong PR planned for the book — a mix of profile building for author and reviews in prominent publications

Francesca Gino is an associate professor of business administration in the Negotiation, Organizations & Markets Unit at Harvard Business School. Her research focuses on judgment and decision making, social influence, and ethics and creativity. Her studies have been featured on CNN and NPR, as well as in leading print publications including the *Economist*, the *Financial Times*, the *New York Times*, *Newsweek*, *Scientific American*, and *Psychology Today*. In 2009, the *New York Times* featured Gino's research in The 9th Annual Year in Ideas. [CAMBRIDGE, MA]



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Global Dexterity

How to Adapt Your Behavior across Cultures without
 Losing Yourself in the Process

ANDY MOLINSKY

What does it mean to be a global worker and a true “citizen of the world” today? It goes beyond merely acknowledging cultural differences. It often means adapting your behavior to conform to new cultural contexts — a frightening prospect for most people, and completely outside their comfort zone.

But managing and communicating with people from other cultures is an essential skill today. Most people are working with international colleagues on a regular basis or are part of a diverse team where individual members have different backgrounds and codes of behavior. What’s needed is a new skill: global dexterity.

Andy Molinsky gives you the tools you need to adapt your behavior to new cultural contexts — what he calls “cultural code-switching.” Based on his fifteen years of research, teaching, and consulting with managers and executives around the world, this essential skill enables you to switch behaviors and overcome the emotional and psychological challenges of doing so.

Practical, engaging, and refreshing, *Global Dexterity* will help you reach across cultures — and succeed in today’s global business environment.

Andy Molinsky is an associate professor at Brandeis University’s International Business School. He specializes in cross-cultural interaction in business settings and has created a popular MBA course focused on cross-cultural adaptation. His work has been featured in *BizEd*, the *Financial Times*, the *Boston Globe*, NPR, and Voice of America.

[NEWTON, MA]

POINTS OF INTEREST

- › Beyond just business etiquette, this book offers readers a deeper understanding of how to adapt behavior to other cultural contexts
- › Will be especially fitting for managers and executives leading or working with teams in other countries
- › Includes examples from a wide range of countries and contexts: India, China, Latin America, Europe, the Middle East, and Africa



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Innovation as Usual

How to Help Your People Bring Great Ideas to Life

PADDY MILLER AND THOMAS WEDELL-WEDELLSBORG

How do you get people to be more innovative every day? You need to build innovation into your organization's DNA. Otherwise, your team will view innovation as a side project — and your efforts will fail.

Innovation experts Paddy Miller and Thomas Wedell-Wedellsborg explain that most leaders “lead innovation” by organizing one-off brainstorming sessions and off-sites. Instead, what you need to do is change the way people work.

Innovation as Usual has six recommendations for leaders who want to support and manage daily work so that everyone understands the overarching goal of being more innovative. They are:

- **Focus:** direct the search for innovation and help people focus on what matters
- **Connect:** help people connect outside the organization for new insight
- **Tweak:** make people challenge their understanding of the problem
- **Filter:** help people continually evaluate and discard ideas
- **Stealthstorm:** help people navigate the politics of innovation
- **Persist:** motivate innovators to keep going

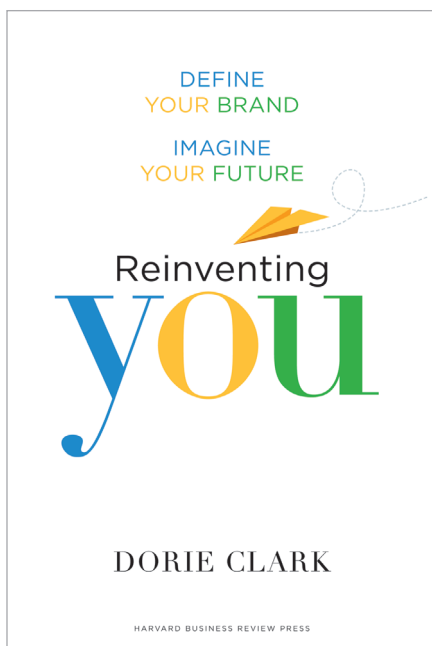
Using examples from companies such as Lufthansa, Bulgari, Nike, Johnson & Johnson, Pfizer, and many others, this book shows how leaders around the world have used these approaches to successfully drive innovation.

So cancel that off-site. Instead read *Innovation as Usual* — and put innovation where it belongs — at the core of your business.

Paddy Miller is a professor of managing people in organizations at the IESE Business School in Barcelona. Miller has written and contributed to several books and is the author of thirty-five case studies. His articles have appeared in publications ranging from the *Financial Times* to the *Journal of Management Education*. [BARCELONA, SPAIN] **Thomas Wedell-Wedellsborg** specializes in innovation and works with companies across the globe, teaching innovation courses and programs as well as open-enrollment executive education programs. [COPENHAGEN, DENMARK]

POINTS OF INTEREST

- › Offers a different, “roll up your sleeves” approach to innovation — for all managers and unit heads, not just the C-suite
- › Should be a popular book with consultants, as well
- › Includes the practical framework of six specific levers to help cultivate and support the right behaviors



Reinventing You

Define Your Brand, Imagine Your Future

DORIE CLARK

Whether you're still building your career or you're on the road to reinventing yourself, your personal brand is the ticket that will get you there. Consider this book your train fare.

In *Reinventing You*, strategy and communication consultant Dorie Clark provides a step-by-step guide to help you assess, build, and reinvent your personal brand. You may be taking on a new challenge or a career change, shifting into more meaningful work, or simply feeling the need to create your own personal narrative. No matter the reason, taking control of your brand can mean the difference between success and failure.

Interweaving personal stories with interviews and examples from well-known personalities, Clark walks you through the process of identifying, developing, and then launching your new brand. *Reinventing You* is a critical step on your road to success.

POINTS OF INTEREST

- › A great topic for the new paradigm of the multiphase career
- › Clark is recognized as a “branding expert” by the Associated Press and is quoted frequently in international media, including the *New York Times*, NPR, and the BBC
- › The book stems from her popular 2011 *Harvard Business Review* article “Reinventing Your Personal Brand”

APRIL 2013

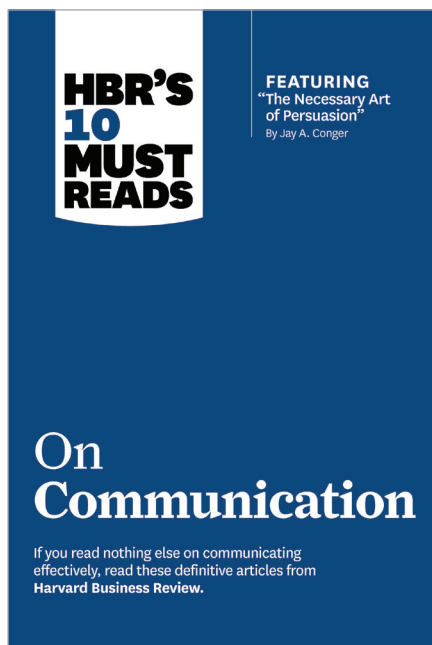
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Dorie Clark is a former presidential campaign spokeswoman and a frequent contributor to several high-profile publications, including *Harvard Business Review* and *Forbes*. She is also a columnist for *Mint*, India's second-largest business newspaper. Clients including Google, Yale University, and the Ford Foundation have hired Clark to help increase sales and enhance their brand reputation. [SOMERVILLE, MA]



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Own the Room

Discover Your Signature Voice to Master Your Leadership Presence

AMY JEN SU AND MURIEL MAIGNAN WILKINS

People are drawn to and influenced by leaders who communicate authentically, connect easily with people, and have immediate impact. So how do you become one of them? How can you learn to “own the room?” This book will help you develop your leadership presence.

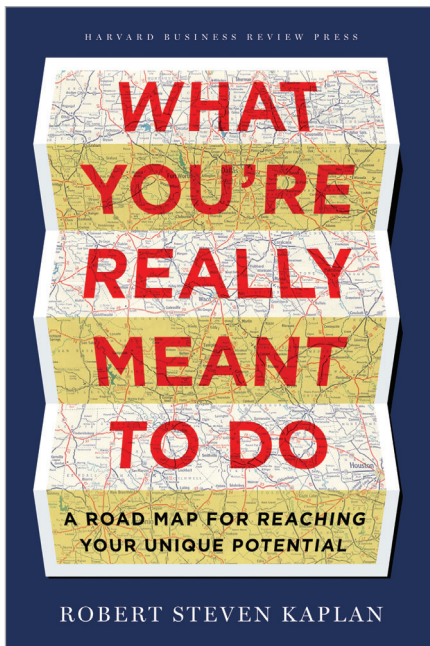
The authors offer a simple and compelling framework, as well as practical advice about how you can develop *your* powerful personal presence. No matter where you sit in an organization, you can develop presence if you are able to do two things well: first, demonstrate your authentic value and distinction and second, connect to others in a positive way. Leaders who are able to be authentic while connecting with and impacting others have what the authors call a “signature voice”—a means of self-expression that is uniquely and distinctly their own. Once you discover and express your own signature voice, you won’t believe the impact you can have on those around you.

Filled with real-life stories and examples, *Own the Room* demystifies the concept of presence and gives you the tools you need to identify and embrace your unique leadership voice — and have a greater impact on the world around you.

POINTS OF INTEREST

- › Addresses a perennial business issue facing professionals up and down an organization
- › Same audience as *The First 90 Days*— anyone approaching a transition to a new management or leadership role
- › Dynamic author team

Amy Jen Su [POTOMAC, MD] and **Muriel Maignan Wilkins** [SILVER SPRING, MD] are cofounders and managing partners of Isis Associates, an executive coaching and leadership development firm.



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What You're Really Meant to Do

A Road Map for Reaching Your Unique Potential

ROBERT STEVEN KAPLAN

Robert S. Kaplan is a professor of management practice at Harvard Business School and author of the popular book *What to Ask the Person in the Mirror: Critical Questions for Becoming a More Effective Leader and Reaching Your Potential* (2011).

In his new book, Kaplan provides a much-needed roadmap for redefining success and reaching your own unique potential. Analogous to his guidance on leadership, this quest also requires a process, a high level of motivation, and a lot of hard work.

Kaplan proposes a tough discipline of specific steps and exercises to help you take control of your career, understand yourself far more deeply, and build your capabilities in a way that fits your passions and aspirations. In *What You're Really Meant to Do*, he draws on hundreds of real-life experiences in helping people achieve their aspirations and rethink their approach to career and life development.

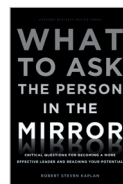
Are you open to the challenge? If so, this book will help you in your quest for professional satisfaction and personal fulfillment.

POINTS OF INTEREST

- › The time for this book has come; it meets the demand of professionals at various stages of their careers for a guide on mapping their passions with their career goals
- › Reads like a coaching session with a wise mentor
- › Rob Kaplan's previous book *What to Ask the Person in the Mirror* continues to sell well

Robert S. Kaplan is a professor of management practice at Harvard Business School, chair of campaign planning at Harvard Business School, and cochairman of Draper Richards Kaplan Foundation, a global venture philanthropy firm. He is the author of several case studies, articles, and the book *What to Ask the Person in the Mirror* (Harvard Business Review Press, 2011). Prior to joining Harvard Business School in September 2005, Kaplan served as vice chairman of the Goldman Sachs Group, Inc. [NEW YORK, NY]

ALSO BY **ROBERT S. KAPLAN**



What to Ask the Person in the Mirror

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The First 90 Days (Updated and Expanded)

Proven Strategies for Getting Up to Speed Faster and Smarter

MICHAEL D. WATKINS

Since its original release in 2003, *The First 90 Days* has become the bestselling, globally acknowledged bible of leadership and career transitions. In this updated and expanded tenth anniversary edition, leadership transition expert Michael Watkins gives you the keys to successfully negotiating your next move — whether you're starting out at a new company, being promoted internally, or embarking on an international assignment.

Watkins outlines proven strategies that will dramatically shorten the time it takes to reach what he calls the “break-even point” — when your organization needs you as much as you need the job. This edition includes a new preface by the author that highlights today's definition of a career as a series of transitions and notes the growing need for effective and repeatable skills for successfully moving through these changes. Updated statistics and new tools make this book more reader-friendly and useful than ever.

As hundreds of thousands of readers already know, *The First 90 Days* is a roadmap for taking charge quickly and effectively during critical career transition periods — whether you're a first-time manager, a midcareer professional on your way up, or a newly minted CEO.

POINTS OF INTEREST

- › More than 650,000 copies of the original version of the book have shipped globally
- › The First 90 Days brand continues to lead the pack when it comes to career transitions
- › Extensive promotion and advertising planned for the launch

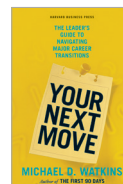
Michael D. Watkins is the world's leading expert on accelerating transitions. He is the author of the international bestseller *The First 90 Days: Critical Success Strategies for New Leaders at All Levels*, which the *Economist* recognized as “the on-boarding bible.” Watkins is chairman of Genesis Advisers, a leadership development consultancy located in Massachusetts. [BOSTON, MA]

ALSO BY **MICHAEL D. WATKINS**



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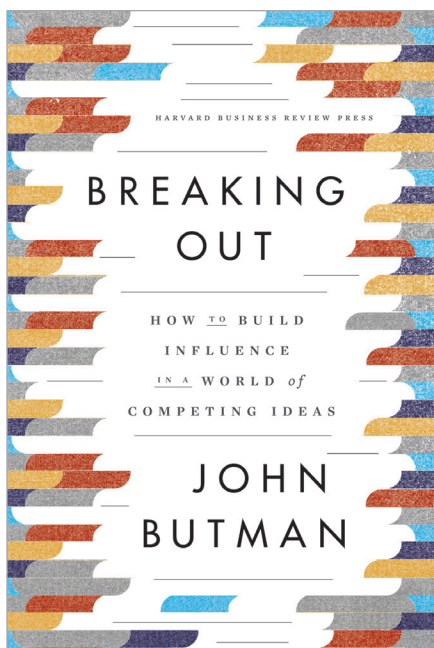
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Breaking Out

How to Build Influence in a World of Competing Ideas

JOHN BUTMAN

Made to Stick meets *The Metaphysical Club*. Learn how to go public with your idea so that it has real influence and actual impact on the world.

What can we learn from people who've successfully promoted their ideas to the world at large? How can you make your idea take hold? *Breaking Out* looks to some of the most popular influencers of our time, gleaned practical tips from their personal journeys.

By highlighting the successes of French lifestyle guru Mireille Guiliano (*French Women Don't Get Fat*), dog behavior specialist Cesar Millan, TOMS founder Blake Mycoskie, and others, author John Butman shows how to take your deeply felt idea, break it away from the pack, and propel it to a much wider audience.

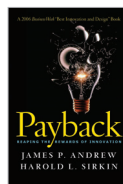
You'll find there's a method for making an idea capture public attention — and Butman offers a set of best practices for achieving just that. From finding your fascination to developing a personal narrative that connects your life to your idea to helping people share that idea, this book will help you have more influence.

POINTS OF INTEREST

- > Audience includes idea-engaged leaders and aspiring leaders worldwide
- > Entrepreneurs featured in the book include Deepak Chopra, Al Gore, Mireille Guiliano, and Cesar Millan
- > Provides a simple framework to a process that otherwise seems mysterious and unachievable

John Butman advises and collaborates with leading consultancies, CEOs, and senior executives of major global companies, helping them shape and articulate their ideas and create idea platforms. He has written or ghost-written more than twenty-five books, including *New York Times*, *Boston Globe*, *BusinessWeek*, and *Globe and Mail* bestsellers. His firm, Idea Platforms, is based in Cambridge, Massachusetts. [CAMBRIDGE, MA]

ALSO BY **JOHN BUTMAN**



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The End of Competitive Advantage

How to Keep Your Strategy Moving as Fast as Your Business

RITA GUNTHER McGRATH

The context of business has changed so rapidly over the past few decades that it may be time for a new lexicon. At the very least, it's time to challenge some of the established yet outdated thinking about strategy, and competition no longer drives business advantage.

Strategy expert and Columbia Business School professor Rita McGrath takes on one of the most recognized principles of strategy: that of sustainable competitive advantage. She argues that this can no longer be the holy grail for companies because in a constantly changing environment, deeply ingrained structures and systems designed to extract maximum value from a competitive advantage can actually become a liability. The new path to winning includes taking advantage of shorter-term opportunities, as well as relying on new organizational talents like speed and decisiveness.

The End of Competitive Advantage offers a bold new set of principles for competing in what we now understand is a continuously volatile and uncertain environment. Consider this your refreshed and revitalized strategy playbook for competing in a world of ever-accelerating change.

POINTS OF INTEREST

- › Rita McGrath has coauthored three books and six *Harvard Business Review* articles, as well as numerous other articles
- › Filled with great examples of companies that grasp the concept of transient advantage — including Terracycle, Berlitz, Infosys, Nokia, and others
- › Introduces a simple analytical framework for transient competitive advantage

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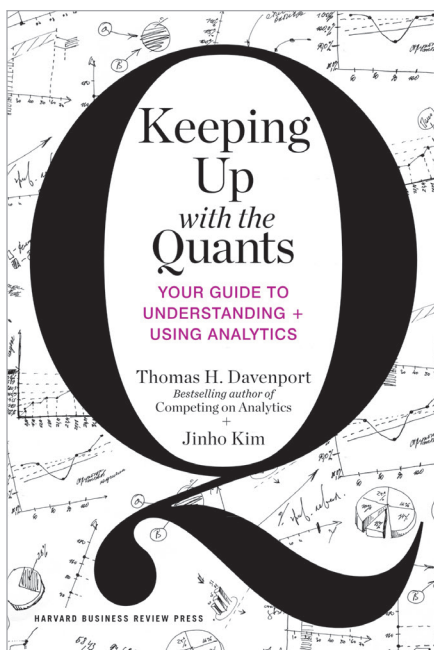
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This book promises to become your “quantitative literacy” guide—helping you develop the analytical skills needed in today’s world of work, no matter your role or experience.

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POINTS OF INTEREST

- › Tom Davenport is one of Harvard Business Review Press’s strongest selling authors — this book extends his well-known work on corporate analytics to help the individual manager
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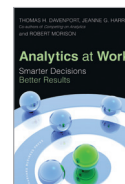
Thomas H. Davenport is a renowned thought leader who has helped hundreds of companies worldwide to revitalize their management practices. He is the President’s Distinguished Professor in Management and Information Technology at Babson College and a visiting professor at Harvard Business School for the 2012–2013 academic year. Davenport is the author of eight books, including *Competing on Analytics* and *Analytics at Work*. [CAMBRIDGE, MA] **Jin-ho Kim** is a professor of statistics at Korea National Defense University and the research director of the KNDU Lab for Analytics Research. He holds a PhD from the Wharton School and has published six books in Korea, including the bestselling *100 Common Senses in Statistics* and *Freak Statistics*. [INCHEON, KOREA]

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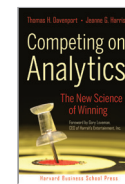
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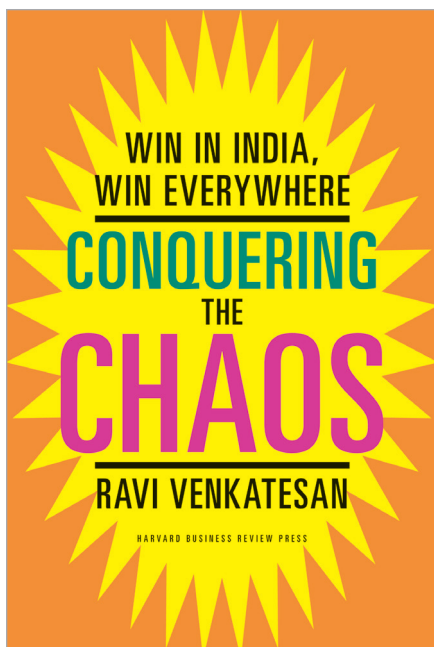
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Conquering the Chaos

Win in India, Win Everywhere

RAVI VENKATESAN

India is on the minds of business builders everywhere. The second most populous country in the world with more than 1.2 billion people, it's a growing destination for multinationals to spread their wings. And according to Ravi Venkatesan, it's the perfect place for that — as entering India serves as the ideal litmus test for successfully entering other emerging markets.

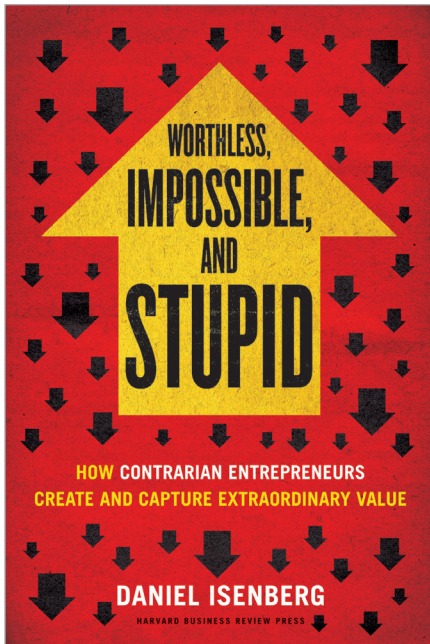
Venkatesan — the former India head of two U.S. multinational corporations, Cummins and Microsoft — gives an insider's view on how to tackle the unique challenges of the Indian market. He argues that if you can make it there, you can make it anywhere — and will be especially prepared to enter other developing markets. While many companies are wary about investing heavily in India because of reports of slow growth, widespread corruption, and policy uncertainty, Venkatesan combines his executive experience with additional research on more than two dozen other multinationals in India to show how companies can break through successfully.

Emerging markets are the future. This practical book, written by one of India's most respected CEOs, will give you the keys to win in India, in the BRIC countries, and beyond.

Ravi Venkatesan worked with the U.S.-based engine and power generation corporation Cummins for more than sixteen years, ending his tenure as chairman of Cummins India. Between 2004 and 2011, Venkatesan increased Microsoft India's revenues fivefold. He is currently a director on the boards of AB Volvo and Infosys Limited, a member of the advisory boards of Harvard Business School and Bungee, and a partner at TruePoint. [BANGALORE, INDIA]

POINTS OF INTEREST

- > A smart take on what to do to win in India, from a well-qualified author
- > Venkatesan grew both Cummins and Microsoft in India — so he has in-depth knowledge of the challenges there
- > Author is well networked in the U.S. and India



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Worthless, Impossible, and Stupid

How Contrarian Entrepreneurs Create and Capture Extraordinary Value

DANIEL ISENBERG

Are you a member of the new class of global entrepreneurs? If not, beware — this book may inspire you to become one. It's a rallying cry for those whose ideas were ever called worthless, impossible, or even stupid.

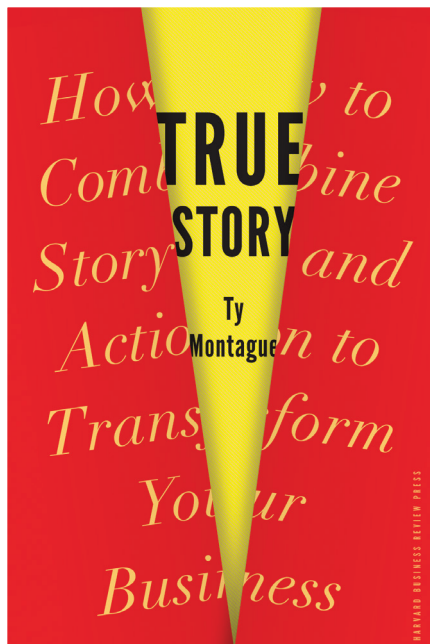
In this fascinating personal account, global entrepreneurship expert Daniel Isenberg illustrates through stories of real-life business builders the new rules of starting and growing a business. No longer bound by a western "Silicon Valley" approach to entrepreneurship, a new group of enterprising trailblazers has created a global and diverse mix of organizations that could become tomorrow's leading firms. From Albuquerque to Islamabad, you'll travel with the author and pick up unusual yet practical insights that you can apply to your own entrepreneurial endeavors. You'll also be moved by stories of new ventures fueled by adversity and even necessity.

Great stories — of successes as well as failures — they're all here. What can you learn — and what will you be inspired to do? Let *Worthless, Impossible, and Stupid* be your new manual for initiating change.

Daniel Isenberg — entrepreneur, professor, investor, speaker, and consultant — is the founding executive director of the Babson Entrepreneurship Ecosystem Project and a professor of management practice at Babson Global. Isenberg taught for eleven years at Harvard Business School and has published dozens of HBS cases on entrepreneurial ventures around the world. He currently advises the Obama administration on its StartUp America initiative. [WATERTOWN, MA]

POINTS OF INTEREST

- › Isenberg has emerged as a preeminent authority on global entrepreneurship and has done more substantial casework than anyone in the field
- › The book's core argument is that non-Western approaches to entrepreneurship will soon dominate (taking over where Silicon Valley left off)
- › Isenberg has been a successful HBR author and blogger; this will continue through launch



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True Story

How to Combine Story and Action to Transform Your Business

TY MONTAGUE

It's time to change your strategy from selling products to selling your story.

In *True Story: How to Combine Story and Action to Transform Your Business*, creative capitalist Ty Montague offers a guide to first uncovering and then articulating your firm's authentic brand story.

Montague is the cofounder of the brand studio co collective. He brings his depth of creative and media experience to *True Story* and shows you how to weave authenticity into everything your company does. He introduces four critical elements — what he calls the “four truths” — as a guide:

- the protagonist (your product or company)
- the participants (your customers)
- the stage (the cultural context)
- the quest (your mission)

Montague also explains how to weave these truths into a coherent whole, which then can be leveraged through action. Through insider examples of how cutting-edge organizations — Spike, Target, Shaklee, Grind, and Microsoft — implemented this framework, Montague illustrates how effective stories have helped build or turn around entire companies — and how they can impact yours.

Ty Montague is the cofounder of co collective, a brand studio that develops business strategy, brand story, product innovation, and new ventures. The frame presented in *True Story* is based on the work of the co collective.

Montague is the former president and chief creative officer of JWT North America, which was named *Adweek* magazine's 2009 Global Agency of the Year. In March 2010, Montague was honored in *Creativity* magazine's “Creativity 50.” [NEW YORK, NY]

POINTS OF INTEREST

- › Ty Montague is well known in the marketing/advertising/creative world, which is the main audience for this book
- › Offers a clear framework and tried-and-true iterative process for involving the consumer in the story-creating process
- › Includes detailed cases of companies that have used the framework successfully, including Microsoft, DeBeers, Kellogg's, and Target

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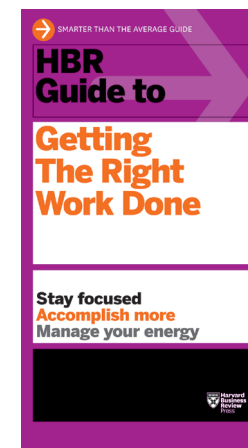
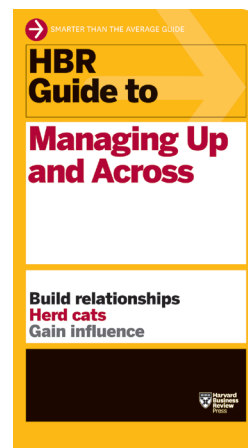
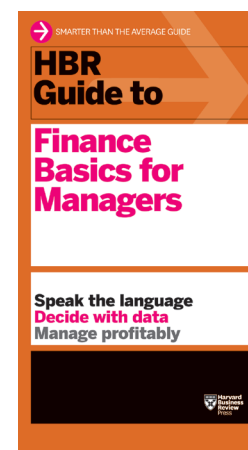
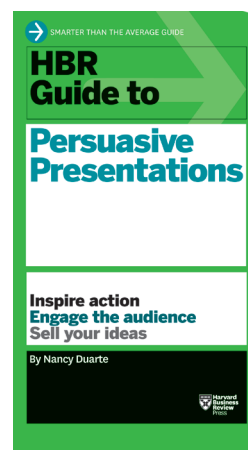
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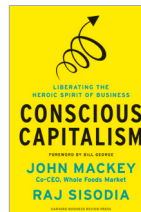
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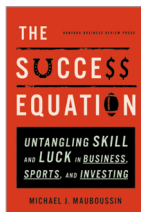
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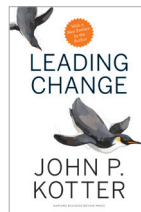
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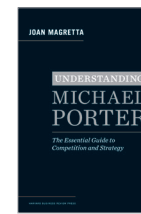
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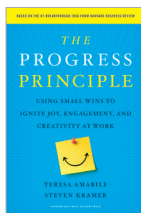
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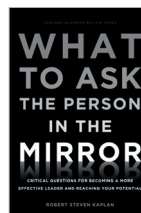
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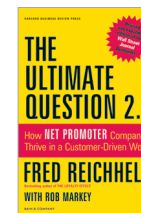
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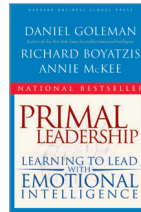


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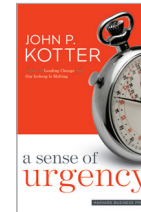
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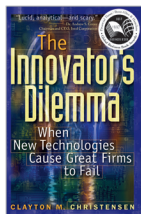
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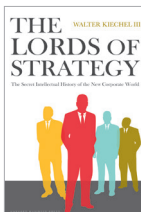
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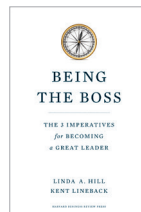
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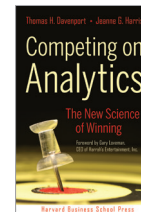
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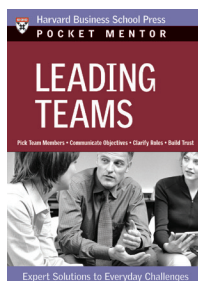
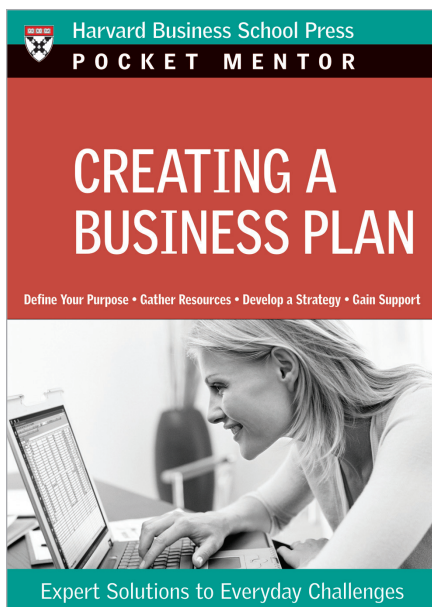
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