Dear Friends,

This season we’re introducing one of the most important strategy books we’ve ever published, A.G. Lafley and Roger Martin’s *Playing to Win*. A.G. and Roger draw on their years of experience working together and separately at P&G and the Rotman School of Management to offer a deceptively simple set of exercises and questions that can guide the decisions of anyone in an organization. The book helps anyone in an organization figure out the relationship of their day-to-day work to larger strategic goals — something woefully lacking from many strategy books but also, to tell you the truth, from the real world.

Next comes John Mackey and Raj Sisodia’s *Conscious Capitalism*, a manifesto with a plan. Based in part on Mackey’s success at Whole Foods but drawing on the success of companies like The Container Store and REI, the book shows how doing business by a set of principles benefits all the stakeholders.

Michael Mauboussin returns to our list with *The Success Equation*, where he does readers the great service of taking them on an entertaining and instructive tour of sports, business, and life to figure out just how much luck and skill contribute to success — a perspective no winner (or, well, loser) can do without.

In November, we’re launching a new series — the HBR Guides, books that will help you sharpen key management skills, like delivering persuasive presentations and getting the right work done. They’re packed with concise, practical tips and examples from leading experts and provide smart answers to pressing work challenges. We’re launching three titles this season, and you’ll be sure to see more next spring.

Finally, we’d be remiss in not calling your attention to a book that’s full of pirates (from the Golden Age of piracy to modern robbers of intellectual property) — and provocative arguments about how to take advantage of their business model, *The Pirate Organization*.

Happy reading,

Tim Sullivan, Editorial Director
Sarah McConville, Publisher
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Highlights</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Indispensable</td>
<td>Gautam Mukunda</td>
</tr>
<tr>
<td>05</td>
<td>The Architecture of Innovation</td>
<td>Josh Lerner</td>
</tr>
<tr>
<td>06</td>
<td>The $10 Trillion Prize</td>
<td>Michael Silverstein</td>
</tr>
<tr>
<td>07</td>
<td>Producing Prosperity</td>
<td>Gary P. Pisano</td>
</tr>
<tr>
<td>08</td>
<td>The Outsiders</td>
<td>William N. Thorndike, Jr.</td>
</tr>
<tr>
<td>09</td>
<td>Managing Global Innovation</td>
<td>Yves L. Doz</td>
</tr>
<tr>
<td>10</td>
<td>The Success Equation</td>
<td>Michael J. Mauboussin</td>
</tr>
<tr>
<td>11</td>
<td>Think Twice</td>
<td>Michael J. Mauboussin</td>
</tr>
<tr>
<td>12</td>
<td>Leading Change</td>
<td>John P. Kotter</td>
</tr>
<tr>
<td>13</td>
<td>The Heart of Change</td>
<td>John P. Kotter</td>
</tr>
<tr>
<td>14</td>
<td>The Pirate Organization</td>
<td>Rodolphe Durand</td>
</tr>
<tr>
<td>15</td>
<td>Harder Than I Thought</td>
<td>Robert D. Austin</td>
</tr>
<tr>
<td>16</td>
<td>Conscious Capitalism</td>
<td>John Mackey</td>
</tr>
<tr>
<td>17</td>
<td>The Creative Conspiracy</td>
<td>Leigh Thompson</td>
</tr>
<tr>
<td>18</td>
<td>Playing to Win</td>
<td>A.G. Lafley</td>
</tr>
<tr>
<td>19</td>
<td>Financial Intelligence</td>
<td>Karen Berman</td>
</tr>
</tbody>
</table>

**Harvard Business Review Press Series Books**

<table>
<thead>
<tr>
<th>Page</th>
<th>Book Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>HBR Guides Series</td>
</tr>
<tr>
<td>22</td>
<td>HBR’s 10 Must Reads Series</td>
</tr>
<tr>
<td>23</td>
<td>Harvard Business Review On...Series</td>
</tr>
<tr>
<td>24</td>
<td>Lessons Learned Series</td>
</tr>
</tbody>
</table>

**Harvard Business Review Press Information**

<table>
<thead>
<tr>
<th>Page</th>
<th>Contact/Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>
Big Names, Big Ideas

PLAYING TO WIN
A.G. Lafley | Roger L. Martin
The only strategy book you’ll ever need. Learn how it really works — from the former head of P&G and one of today’s leading business thinkers.
FEBRUARY
US$ 27.00 • 288 pages

CONSCIOUS CAPITALISM
John Mackey | Rajendra Sisodia
What Whole Foods, Starbucks, REI, Google, and others know about transforming capitalism and society at the same time.
JANUARY
US$ 27.00 • 288 pages

Fresh Take on Reader Favorites

LEADING CHANGE
John P. Kotter
Still as relevant as ever, with a new look and new Preface by change guru and bestselling author John P. Kotter.
NOVEMBER
US$ 28.00 • 208 pages

HEART OF CHANGE
John P. Kotter | Dan S. Cohen
A fresh take on the book that captures both the heart and the “how” of successful change initiatives.
NOVEMBER
US$ 28.00 • 208 pages

FINANCIAL INTELLIGENCE
Karen Berman | Joe Knight | with John Case
Learn what tens of thousands of managers already know — how to understand the numbers and make them work for you.
FEBRUARY
US$ 27.00 • 272 pages
FALL 2012 HIGHLIGHTS

Provocative Thinking from Today’s Leading Voices

**INDISPENSABLE**
Gautam Mukunda

Why do leaders matter? A fresh look at high-impact leaders — and what you need to know in order to pick your next one.

**SEPTEMBER**
US$ 28.00 • 256 pages

**PRODUCING PROSPERITY**
Gary P. Pisano | Willy C. Shih

An award-winning argument on how to rebuild America’s competitive bravado — and what that would mean for the rest of the world.

**OCTOBER**
US$ 27.00 • 256 pages

**THE SUCCESS EQUATION**
Michael J. Mauboussin

What role do skill and luck play in our successes and failures? Learn from one of the world’s experts in behavioral finance.

**NOVEMBER**
US$ 27.00 • 288 pages

All New HBR Series

**HBR GUIDES SERIES**

Whether you’re on your way up or have been in business for a while, our new guides will finesse the skills you need to stay ahead of the rest.

**OCTOBER**
US$ 19.95 • 208 pages

www.hbr.org/books
Indispensable
GAUTAM MUKUNDA

Does history make the man, or do men make history?

Since the time of the ancient Greeks, we’ve debated the role of leaders: either they make history or they’re constrained by it. But which is it? Can one man or woman really determine a country’s or organization’s success or guarantee its failure? Or are we all swept along by the tides of history?

In Indispensable, Harvard Business School professor Gautam Mukunda offers an enticingly fresh look at the forces that come into play when leaders really do make a difference. Mukunda devotes his efforts to “figuring out which leaders matter, and when, and why, and what lessons we might take from those who do.”

The leaders profiled in the book — Abraham Lincoln, Neville Chamberlain, Woodrow Wilson, Thomas Jefferson, Winston Churchill, Jamie Dimon, Al Dunlap, Sir Jacky Fisher, and Judah Folkman — illustrate a consistent pattern of successful, high-impact leadership. By identifying and analyzing this pattern, Mukunda provides new insight to help us identify potential leaders who could make an impact. Though the circumstances may be rare, when individuals are mapped to the right place at the right time, it sparks something unique — and lasting.

Indispensable offers a fresh look at high-impact leaders — and what you need to know in order to pick your next one.
The Architecture of Innovation

JOSH LERNER

Most companies struggle with how to generate and commercialize innovative ideas. In many cases, bad approaches to innovation cause plans to backfire or prevent you from creating a new product or service that anticipates changing market preferences. And some practices that work in one context won’t work in another — something that many companies discover far too late.

In *The Architecture of Innovation*, Harvard Business School professor Josh Lerner — one of the world’s foremost experts on how innovation works — explains how to avoid such blunders. Lerner introduces the principles of organizational economics and shows how to use them to build an innovation infrastructure, including establishing the right incentives and time horizons for investments.

Drawing from years of experience studying and advising venture capital firms, companies, and governments around the world, Lerner weighs the strengths and weaknesses of the traditional open and venture-capital-backed innovation systems. He reveals how to exploit the best elements of these systems through a hybrid “third way.” And he provides a wealth of detailed examples of how it all works in practice — from successful companies in an array of industries around the world.

Practical and compelling, *The Architecture of Innovation* provides the missing blueprint for any company seeking to strengthen its innovation prowess.

ABOUT THE AUTHOR

Josh Lerner is the Schiff Professor of Investment Banking at Harvard Business School and co-director of the Productivity, Innovation, and Entrepreneurship Program at the National Bureau of Economic Research. He is recognized worldwide as an expert on how innovation works. His books include *The Venture Capital Cycle*, *The Money of Invention* (with Paul Gompers), *Innovation and Its Discontents* (with Adam Jaffe), and *Boulevard of Broken Dreams*. [ SOUTHERN HAMILTON, MA ]

ALSO BY JOSH LERNER

The Money of Invention
978-1-57851-326-0
978-1-4221-4808-2 (eISBN)
Hardcover
US$ 29.95

The Architecture of Innovation
The Economics of Creative Organizations
Josh Lerner

GENERAL MANAGEMENT
978-1-4221-4363-6
978-1-4221-4364-3 (eISBN)
256 pages • 6 1/8” x 9 1/4”
US$ 28.00 • Hardcover
Exclusive North America Rights,
Non-exclusive Open Market Rights,
Translation rights: Author

GLOBAL MARKETING CAMPAIGN
Targeted publicity, print and online media • Social media • Web marketing • Leverage author networks • Outreach to organizations

www.hbr.org/books
The $10 Trillion Prize
MICHAEL SILVERSTEIN, ABHEEK SINGHI, CAROL LIAO, AND DAVID MICHAEL

By 2020, consumers in China and India will generate more than $10 trillion of total annual revenue for companies selling to them. Already the world’s biggest buyers of cars, mobile phones, appliances, and more, these consumers are waiting for more products and services. Are you ready for the demand?

In The $10 Trillion Prize, bestselling author Michael Silverstein and his Boston Consulting Group colleagues in China and India provide the first comprehensive profile of the emerging middle-class households, 300 million strong, that are changing the global marketplace.

According to the authors, to capture your firm’s share of this opportunity, you must know who these emerging market consumers are: what they buy and why, how they think and shop, and how their needs and tastes are changing. This pioneering book takes you into the lives of consumers — urban and rural, and across income classes — to help you understand more about their hopes and aspirations.

Insightful and backed by rigorous research, this book takes you inside the hearts and minds of today’s emerging Chinese and Indian customers — positioning your company to win as we reach the next wave of global affluence.

ABOUT THE AUTHORS

Michael Silverstein is the author of Trading Up and one of the founders of Boston Consulting Group’s global consumer practice. [ CHICAGO, IL ]

Abheek Singhi is the leader of BCG’s India consumer practice. [ MUMBAI, INDIA ]

Carol Liao heads BCG’s China consumer practice. [ HONG KONG, CHINA ]

David Michael leads BCG’s globalization practice. [ BEIJING, CHINA ]
Bolstering company competitiveness, in the United States and throughout the world, may be the most critical issue in our economy today. Continuing volatility and joblessness have heightened the feeling that the United States has lost its leading edge in producing innovative goods and services. How did this happen? How can we get back on track?

In *Producing Prosperity*, Gary Pisano and Willy Shih show the disastrous consequences of years of bad outsourcing decisions and underinvestment in manufacturing capability. They reveal how today’s undervalued manufacturing operations hold the seeds of tomorrow’s innovative new products, arguing that companies must reinvest in new product and process development in the U.S. industrial sector. Only by reviving this “industrial commons” can we build the expertise and manufacturing muscle to regain competitive advantage.

This will require major changes. Pisano and Shih detail how government must change its support of basic and applied scientific research and promote collaboration between business and academia. Also, they provide business leaders with a framework for understanding the links between manufacturing and innovation in order to make better outsourcing decisions — the key to the sustained success of companies, industries, and economies.

*Producing Prosperity* is compelling and constructive, and it offers a path to sustained business and economic success.
The Outsiders
WILLIAM N. THORNDIKE, JR.

Ask most people what describes an effective CEO and you’ll get a fairly consistent answer — “a seasoned manager with deep industry expertise.” Magnify that through today’s celebrity-saturated lens and someone like former GE head Jack Welch becomes the poster child for high-profile CEO success. But is this the best blueprint?

Not necessarily. Meet eight iconoclastic CEOs who led firms where returns on average outperformed the S&P 500 by more than twenty times. You may not know some of their names, but you will recognize many of their companies (General Cinema, Ralston Purina, The Washington Post Company, Berkshire Hathaway). In this book, you’ll learn the consistent and rational traits that helped these select leaders achieve that exceptional performance.

Humble, unassuming, and often frugal, these “outsiders” shunned Wall Street and the press and shied away from hot management trends. Instead, they honed specific characteristics including a laser-sharp focus on per-share value rather than sales or earnings; an exceptional talent for allocating capital and human resources; and the belief that cash flow, not reported earnings, determines a company’s long-term value.

Drawing on extensive research, author Will Thorndike tells engaging stories and extracts lessons for those of you hoping to lead your company to exceptional returns today.

ABOUT THE AUTHOR
William N. Thorndike, Jr.
is founder and a managing director of Housatonic Partners, a private equity firm. He is a graduate of Harvard College and the Stanford Graduate School of Business and has been a guest lecturer at the Harvard and Stanford business schools. He is a director of eight companies and two not-for-profit organizations and lives in the Boston area with his wife and two children.

[ BOSTON, MA ]
Managing Global Innovation

YVES L. DOZ AND KEELEY WILSON

In the past, your company relied on a handful of resources close to home to innovate new offerings. But today, knowledge and other resources critical to innovation efforts lie outside your company’s home territories — sometimes far outside. And this distance makes it harder than ever to obtain and integrate these resources, eating away at your competitive edge.

How to tackle this challenge? In this practical new book, Yves Doz and Keeley Wilson show how to build and leverage a global innovation network. Drawing on extensive research and real company examples, the authors walk you through a set of practical frameworks for acquiring and integrating innovation-critical knowledge from multiple sources. You’ll learn to optimize your innovation footprint, improve communication and receptivity, and enhance collaboration in order to succeed globally.

Based on in-depth research within more than two dozen corporations — including Citibank, Essilor, GE, GlaxoSmithKline, HP Labs, HP Singapore, Nokia, Novartis, Oracle, Schneider Electric, Shiseido, Siemens, SNECMA, Synopsys, Timken, and Xerox — this book bridges theory and practice.

Managing Global Innovation gives you the tools to harness critical expertise from around the globe — and channel it into your innovation programs.

ABOUT THE AUTHORS

Yves L. Doz is the Solvay Chaired Professor of Technological Innovation at INSEAD. He is the co-author, with José Santos and Peter Williamson, of From Global to Metanational: How Companies Win in the Knowledge Economy.

Keeley Wilson is a senior research fellow at INSEAD.

ALSO BY YVES L. DOZ

From Global to Metanational
978-0-87584-870-9
Hardcover • US$ 40.00

Alliance Advantage
978-0-87584-616-3
Hardcover • US$ 42.00

MANAGING GLOBAL INNOVATION
Frameworks for Integrating Capabilities Around the World
Yves L. Doz | Keeley Wilson

GENERAL MANAGEMENT
978-1-4221-2589-2
978-1-4221-8755-5 (eISBN)
256 pages • 6 1/8" x 9 1/4"
US$ 35.00 • Hardcover
World Rights

GLOBAL MARKETING CAMPAIGN
Targeted publicity, print and online media • Social media • Web marketing • Leverage author networks • Outreach to organizations

www.hbr.org/books
What role do skill and luck play in our successes and failures? Some games, like roulette and the lottery, are pure luck. Others, like chess, exist at the other end of the spectrum, relying almost wholly on the skill of the players.

But in every other domain — from business to investing to sports — skill and luck seem almost hopelessly entangled.

In his provocative new book, Michael Mauboussin untangles the intricate strands of skill and luck and provides useful frameworks for analyzing their relative contributions. He offers concrete suggestions for how to put these insights to work to your advantage in business and other dimensions of life.

Among the insights that Mauboussin reveals:

• When your skill is greatest in different domains (the “arc of skill”)
• Why you want to increase randomness when you’re the underdog
• How to find the right statistic
• Why social ties can greatly increase a product’s chances for success

Showcasing Mauboussin’s trademark wit, insightfulness, and analytical mind, The Success Equation is a must-read for anyone seeking to make better decisions — in business and in life.
No matter your field, industry, or specialty, as a leader you make a series of crucial decisions every single day. And the harsh truth is that the majority of decisions — no matter how good the intentions behind them — are mismanaged, resulting in a huge toll on organizations, the people they employ, and even the people they serve.

So why is it so hard to make sound decisions? In *Think Twice*, now in paperback, Michael Mauboussin argues that we often fall victim to simplified mental routines that prevent us from coping with the complex realities inherent in important judgment calls. Yet these cognitive errors are preventable.

This engaging book shows us how to recognize and avoid common mental missteps. Through vivid stories, the author presents memorable rules for avoiding each error and explains how to recognize when you should “think twice” — questioning your reasoning and adopting decision-making strategies that are far more effective, even if they seem counterintuitive. Armed with this awareness, you’ll soon begin making sounder judgment calls that benefit (rather than hurt) your organization.

“Peppered with research, case studies, and a smidge of self-help talk, the book makes an engaging case for going against your gut.” – FastCompany.com

**Think Twice**
*Harnessing the Power of Counterintuition*
Michael J. Mauboussin

**MANAGEMENT**
978-1-4221-8738-8
978-1-4221-8915-3 (eISBN)
224 pages • 5 1/2" X 8 1/4"
US$ 16.00 • Paperback
World Rights

**GLOBAL MARKETING CAMPAIGN**
Global publicity campaign • Reviews in business publications • Online and blog media coverage • Social media • Advertising/co-op

---

**ABOUT THE AUTHOR**
Michael J. Mauboussin is chief investment strategist at Legg Mason Capital Management. He is also an adjunct professor of finance at Columbia Business School. Learn more at michaelmauboussin.com.

[ DARIEN, CT ]
Leading Change

JOHN P. KOTTER

The international bestseller — now with a new preface by the author.

Millions worldwide have read and embraced John Kotter’s ideas on change management and leadership — and Leading Change, his seminal work, is widely recognized as the bible on leading transformational change.

Needed more today than at any time in the past, this classic book serves as both visionary guide and practical toolkit on how to approach the difficult yet critical work of leading change in any type of organization. It outlines John Kotter’s eight-step approach to change management and reveals what the author has seen, heard, experienced, and concluded in many years of working with companies to create lasting transformation.

With refreshed packaging and new commentary by John Kotter, Leading Change is a true leadership classic.

ABOUT THE AUTHOR

John P. Kotter is regarded as the foremost expert on leadership and transformation. He is the Konosuke Matsushita Professor of Leadership, Emeritus at Harvard Business School and is co-founder of Kotter International. He has authored seventeen books, twelve of them bestsellers.

[ CAMBRIDGE, MA ]
The Heart of Change
JOHN P. KOTTER AND DAN S. COHEN

If you’ve read John Kotter’s worldwide bestseller *Leading Change*, this should be the next book on your list.

*The Heart of Change* — now with refreshed packaging — is the engaging and practical follow-up to *Leading Change*, unveiling a framework to help you implement the change Kotter talks about.

The authors argue that change initiatives fail because teams rely on the wrong information — too much data gathering and analysis instead of a creative approach that actually motivates useful action. In the book, Kotter and co-author Dan Cohen illustrate how transformational change really happens, using stories from more than 100 organizations to show what works. They introduce the see-feel-change dynamic to propel people into the action that’s needed for true transformation.

Refreshingly frank and continuously useful, *The Heart of Change* will help your organization change successfully.

ABOUT THE AUTHORS

**John P. Kotter** is the Konosuke Matsushita Professor of Leadership, Emeritus at Harvard Business School and is co-founder of Kotter International. [CAMBRIDGE, MA]

**Dan S. Cohen** is a principal with Deloitte Consulting LLP and focuses his consulting activities in the area of large-scale organizational transformation. He was responsible for the development of Deloitte Consulting LLP’s Global Change Leadership methodology. [PLANO, TX]

ALSO BY JOHN P. KOTTER

**Leading Change**
978-1-4221-4747-4
978-1-4221-6640-6 (eISBN)
Hardcover • US$ 27.95

The Heart of Change
Real Life Stories of How People Change Their Organization
John P. Kotter | Dan S. Cohen

GENERAL MANAGEMENT
978-1-4221-8733-3
978-1-4221-8734-0 (eISBN)
208 pages • 6 1/8” x 9 1/4”
US$ 28.00 • Hardcover
World Rights

GLOBAL MARKETING CAMPAIGN
Targeted publicity, print and online media • Social media • Web marketing • Leverage author networks • Outreach to organizations
The Pirate Organization
RODOLPHE DURAND AND JEAN-PHILLIPPE VERGNE

Pirates have appeared at pivotal periods in history — when capitalism spread along the trade routes toward the Indies, when radio opened an era of mass communication, when the Internet became part of the global economy. Most people view them as solitary anarchists out to destroy capitalism. But as it turns out, the opposite is true.

In The Pirate Organization, Rodolphe Durand and Jean-Philippe Vergne argue that piracy both drives capitalism’s evolution and foreshadows the direction of the economy. Drawing on a rigorous yet engaging analysis of the history of piracy, the authors reveal that pirates are far from the lone discontents in popular myths. In fact, pirates have always formed complex and sophisticated organizations that both challenge and change the course of capitalism.

Pirates, surprisingly, also behave in predictable ways: challenging widespread norms; controlling resources, communication, and transportation; maintaining trade relationships with other communities; and formulating strategies favoring speed and surprise.

And we can learn from them.

Durand and Vergne recommend that rather than trying to stamp out piracy, savvy companies should keep a sharp eye on the pirate space. Only then can they detect how capitalism’s rules of engagement are changing — and then revise their business practices to remain successful in the new game.

ABOUT THE AUTHORS

Rodolphe Durand is the GDF-Suez Professor of Strategy at HEC-Paris. He received the European Academy of Management/Imagination Lab Award for Innovative Scholarship 2010 and is a visiting scholar at Harvard Business School. His works have been published widely in academic journals.
[LYON, FRANCE]

Jean-Philippe Vergne is an assistant professor of strategy at the R. Ivey School of Business at the University of Western Ontario. His ongoing research on the global arms industry received the Grigor McClelland doctoral dissertation award.
[PARIS, FRANCE]
Harder Than I Thought
ROBERT D. AUSTIN, RICHARD L. NOLAN, AND SHANNON O’DONNELL

Today’s CEO is a global leader who understands that parts of the business must be managed locally. Someone who sets a strategic vision, though industry and technology disruptions will surely threaten that vision. Someone who must live in the future to go to the future, while continuously creating economic and social value. Not an easy task.

Harder Than I Thought is a fictional narrative that puts this increasingly complex job in context — by enabling you to walk alongside Jim Barton, the new CEO of Santa Monica Aerospace. Barton’s story, developed in consultation with seasoned, real-life CEOs, contains crucial lessons for leaders hoping to master the new skills required to move into the C-suite.

As the narrative unfolds, Jim grapples with an array of challenges: cash flow problems, rebuilding investor trust, and striving to transform the firm’s culture as it prepares for future growth. As events push Barton to the edge of his abilities, he seeks counsel from a panel of advisers — resulting in a wealth of teaching moments for all leaders.

Experts agree that many twentieth-century leadership practices won’t work in the stormy twenty-first century. This engaging book equips you with the insights you’ll need to navigate in a fast-changing business landscape.

ABOUT THE AUTHORS
Robert D. Austin is dean of the faculty of business administration at the University of New Brunswick. [ ST. ANDREWS, NEW BRUNSWICK ]

Richard L. Nolan is William Barclay Harding Professor of Business Administration, Emeritus, at Harvard Business School. [ BONITA SPRINGS, FL ]

Shannon O’Donnell is a PhD Fellow in the department of management, politics, and philosophy at Copenhagen Business School. [ DANMARK, DENMARK ]

ALSO BY ROBERT D. AUSTIN, RICHARD D. NOLAN, AND SHANNON O’DONNELL

The Adventures of an IT Leader
978-1-4221-4660-6
978-1-4221-2950-0 (eISBN)
Hardcover • US$ 29.95

Harder Than I Thought
Adventures of a Twenty-First Century Leader
Robert D. Austin  |  Richard L. Nolan  | Shannon O’Donnell

GENERAL MANAGEMENT
978-1-4221-6259-0
978-1-4221-4230-1 (eISBN)
336 pages • 6 1/8” x 9 1/4”
US$ 30.00 • Hardcover
World Rights

GLOBAL MARKETING CAMPAIGN
Targeted publicity, print and online media • Social media • Web marketing • Leverage author networks • Outreach to organizations
Conscious Capitalism

JOHN MACKEY AND RAJENDRA SISODIA

There’s a new business revolution brewing... don’t let your organization miss out.
Whole Foods, Trader Joe’s, Wegmans, Costco, The Container Store. You shop there not only for the products they sell but also for the business philosophy these market leaders are pioneering.

In Conscious Capitalism, iconic CEO John Mackey and professor Raj Sisodia show how such companies are creating a movement that’s transforming business. The authors present the fundamental principles and practices of their bold new vision of conscious capitalism: businesses operating from a sense of higher purpose and prospering financially, while also generating other critical forms of value — emotional, social, intellectual, ecological, financial, and spiritual. These are businesses built on love and care instead of fear and stress.

Some of today’s best companies — Google, UPS, Southwest Airlines, Bright Horizons, Patagonia, Panera, Starbucks, REI, and others — are making this vision real. They’re full-throated advocates for free markets, entrepreneurship, competition, and property rights. But they operate by a markedly different set of principles.

Drawing on decades of personal experience and interviews and authored by the high-profile leaders of the movement, this revolutionary book gives leaders in every industry and sector a blueprint for much-needed change.

ABOUT THE AUTHORS

John Mackey is CEO and co-founder of Whole Foods Market and is one of the most influential advocates in the movement for organic food. He was named the Ernst & Young Entrepreneur of the Year in 2003. [AUSTIN, TX]

Dr. Rajendra Sisodia is chairman and co-founder of the Conscious Capitalism Institute and Professor of Marketing at Bentley University. [LEXINGTON, MA]
Think of your to-do list at work. Chances are the most important activities require you to work with others — and the success of those endeavors depends on the effectiveness of your collaboration.

The fact is, collaboration that is conscious, planned, and shared with others builds excitement and produces what Leigh Thompson calls a creative conspiracy. Research shows that teams that engage in creative conspiracy are the hallmark of the most successful organizations.

In this book, Thompson reveals the keys to successful teamwork that produces results. She also reveals a host of counterintuitive findings, such as:

• Left to their own devices, teams are less creative than individuals.
• Teams that have “no rules” are less creative than those with rules.
• The presence of newcomers enhances the creativity of “old-timers.”
• Most leaders cannot articulate the four rules of brainstorming.

Thompson brings together research and telling examples to reveal the core expertise required to operationalize the new mandate of successful collaboration and team effectiveness. The Creative Conspiracy challenges managers to adopt unconventional best practices — for the good of the team and the company.

ABOUT THE AUTHOR

Leigh Thompson is the J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations at the Kellogg School of Management. She directs the highly successful Kellogg executive course Leading High Impact Teams and the Kellogg Team and Group Research Center, and she co-directs the Negotiation Strategies for Managers executive course. She has published more than 100 research articles and has authored nine books, including The Truth about Negotiation, Making the Team, and The Mind and Heart of the Negotiator.

WINNETKA, IL

The Creative Conspiracy
How to Innovate and Win Through Collaboration
Leigh Thompson

GENERAL MANAGEMENT
978-1-4221-7334-3
978-1-4221-8757-9 (eISBN)
240 pages • 6 1/8” x 9 1/4”
US$ 30.00 • Hardcover
World Rights

GLOBAL MARKETING CAMPAIGN
Targeted publicity, print and online media • Social media • Web marketing • Leverage author networks • Outreach to organizations
The only strategy book you’ll ever need.

If strategy is about creating a competitive advantage that allows a firm to win, then pinpointing your strategy to a few critically important choices will dramatically increase your chances of success. This is especially true in the volatile and complex environment that has become the norm for all of us. Yet the authors of Playing to Win, A. G. Lafley, the former CEO of Procter & Gamble and one of the most successful business leaders of the last century, and Roger Martin, Dean of the Rotman School of Management — say most firms shy away from these difficult strategic choices, settling instead for false approaches that can lead to irreversible blunders.

Drawing on their years of experience working together and separately at P&G and the Rotman School of Management, Lafley and Martin present a deceptively simple set of exercises and questions that can guide the decisions of anyone in an organization. The book helps you and those who work with you to figure out the relationship of the day-to-day work to larger strategic goals — something woefully lacking in many strategy books but also in the real world.

Playing to Win is a strategy book for everyone who works everywhere. Once you open it you’ll see why it’s the only strategy book you’ll ever need.
Financial Intelligence
KAREN BERMANS AND JOE KNIGHT WITH JOHN CASE

Inc. magazine calls it one of “the best, clearest guides to the numbers” on the market. Readers agree, saying it’s exactly “what I need to know” and calling it a “must-read” for decision makers without expertise in finance.

Since its release in 2006, Financial Intelligence has become a favorite among managers who need a guided tour through the numbers — helping them to understand not only what the numbers really mean but also why they matter.

This new, completely updated edition brings the numbers up to date and continues to teach the basics of finance to managers who need to use financial data to drive their business. It also addresses issues that have become even more important in recent years — including questions around the financial crisis and those around broader financial and accounting literacy.

Accessible, jargon-free, and filled with entertaining stories of real companies, Financial Intelligence gives nonfinancial managers the confidence to understand the nuance beyond the numbers — to help bring everyday work to a new level.

ABOUT THE AUTHORS
Karen Berman and Joseph Knight are the founders of the Los Angeles-based Business Literacy Institute. They train managers at organizations such as American Express, P&G, Pacific Life, GM, and Tyco International. They have been interviewed in a wide range of print media, including BusinessWeek, USA Today and the Los Angeles Times.

Financial Intelligence
A Manager’s Guide to Knowing What the Numbers Really Mean
Revised Edition
Karen Berman | Joe Knight with John Case

GENERAL MANAGEMENT
978-1-4221-4411-4
978-1-4221-4412-1 (eISBN)
272 pages • 6 1/8" x 9 1/4"
US$ 27.00 • Hardcover
World Rights

GLOBAL MARKETING CAMPAIGN
Extensive Web marketing • HBR.org promotions • Social media • Additional marketing to finance professionals

ALSO BY KAREN BERMAN AND JOE KNIGHT
Financial Intelligence
978-1-5913-9764-9
978-1-4221-4814-3 (eISBN)
Hardcover • US$ 27.00
HBR Guides Series
HOW-TO ESSENTIALS FROM HARVARD BUSINESS REVIEW

We all wish we could sharpen key management skills — like writing more effective emails or proposals, focusing to-do lists on what really matters, giving more persuasive presentations, or dealing with a boss who makes you want to scream. But who has the time? The HBR Guides can help.

OCTOBER 2012

GUIDE TO PERSUASIVE PRESENTATIONS
Learn how to engage your audience, sell your ideas, and motivate people to act on them.

ABOUT THE AUTHOR
Nancy Duarte is a skilled CEO, inspired presenter, and gifted educator. Principal of Duarte Design since 1990, she is a sought-after speaker whose own presentations live up to the expectations established in her books. Those books include slideology: The Art and Science of Creating Great Presentations and Resonate: Present Visual Stories That Transform Audiences. [ MOUNTAINVIEW, CA ]

ALSO IN OCTOBER 2012

HBR Guide to Finance Basics for Managers
Learn how to speak the language of finance so you can make smarter management decisions — and advance your career.

978-1-4221-8730-2
978-1-4221-8732-6 (eISBN)
208 pages • 5" x 9"
US$ 19.95 • Paperback

HBR Guide to Getting the Right Work Done
Learn how to prioritize your tasks, manage your time, and stay focused on what really matters.

978-1-4221-8711-1
978-1-4221-8714-2 (eISBN)
208 pages • 5" x 9"
US$ 19.95 • Paperback

HBR Guide to Persuasive Presentations
Nancy Duarte

GENERAL MANAGEMENT
978-1-4221-8710-4
978-1-4221-8715-9 (eISBN)
208 pages • 5" x 9"
US$ 19.95 • Paperback
World Rights

GLOBAL MARKETING CAMPAIGN
Extensive Web marketing • HBR.org promotions • Social media • Additional marketing to individuals/professionals
HBR Guides Series

HOW-TO ESSENTIALS FROM HARVARD BUSINESS REVIEW

Packed with concise, practical tips from leading experts — and examples that make them easy to apply — the HBR Guides provide smart answers to your most pressing work challenges. Arm yourself with the advice you need to succeed on the job, from the most trusted brand in business.

JANUARY 2013

GUIDE TO BETTER BUSINESS WRITING
Learn how to write clear, persuasive business documents — from email to proposals to reports — that get results.

ABOUT THE AUTHOR
Bryan A. Garner is the award-winning author or editor of more than twenty books. He is a prolific lecturer, having taught more than 2,500 writing workshops since the 1991 founding of his company, LawProse, Inc. His works include Garner on Language and Writing and Making Your Case: The Art of Persuading Judges, co-written with Justice Antonin Scalia. Garner has served as editor-in-chief of Black’s Law Dictionary since 1995, and he is the author of the grammar-and-usage chapter in the venerable Chicago Manual of Style. [DALLAS, TX]

ALSO IN JANUARY 2013

HBR Guide to Managing Up and Across
Learn how to build stronger relationships — and partner more effectively — with your boss and your colleagues.
978-1-4221-8760-9
978-1-4221-8761-6 (eISBN)
208 pages • 5" x 9"
US$ 19.95 • Paperback

HBR Guide to Project Management
Learn how to set clear project goals, map out critical tasks, and keep the team humming so you can deliver the goods on time and on budget.
978-1-4221-8729-6
978-1-4221-8731-9 (eISBN)
208 pages • 5" x 9"
US$ 19.95 • Paperback
HBR’s 10 Must Reads Series

If you read nothing else on core management topics — from strategy to managing yourself — read these six Must Read books from Harvard Business Review.

HBR has combed through hundreds of articles and selected only the most essential reading on each topic. Each book is packed with enduring advice from the best minds in business, including Clayton Christensen, Peter Drucker, John Kotter, Michael Porter, Daniel Goleman, Ted Levitt, Gary Hamel, and many more.

HBR’s 10 Must Reads series provides what ambitious leaders at all levels need to succeed: inspiration from the world’s top management experts — all in one place.
Harvard Business Review On... Series

If you need the latest best practices and most important business ideas but don’t have time to find them, then the Harvard Business Review series is for you.

Harvard Business Review has selected the best articles on a range of topics — communicating effectively, increasing customer loyalty, making smart decisions, greening your business, and many more. In each volume, readers will find a wide range of inspiring and useful perspectives found only in Harvard Business Review.

PREVIOUSLY RELEASED

MANAGING YOURSELF
HBR on Advancing Your Career
978-1-4221-7223-0 • 978-1-4221-7225-4 (eISBN)
HBR on Communicating Effectively
978-1-4221-6251-4 • 978-1-4221-7198-1 (eISBN)
HBR on Making Smart Decisions
978-1-4221-7239-1 • 978-1-4221-7199-8 (eISBN)

MANAGING OTHERS
HBR on Building Better Teams
978-1-4221-6234-7 • 978-1-4221-7209-4 (eISBN)
HBR on Collaborating Effectively
978-1-4221-6264-4 • 978-1-4221-7212-6 (eISBN)
HBR on Finding & Keeping the Best People
978-1-4221-6254-5 • 978-1-4221-7200-1 (eISBN)
HBR on Inspiring & Executing Innovation
978-1-4221-6261-3 • 978-1-4221-7213-1 (eISBN)

MANAGING YOUR BUSINESS
HBR on Aligning Technology with Strategy
978-1-4221-6247-7 • 978-1-4221-7197-4 (eISBN)
HBR on Fixing Health Care from Inside and Out
978-1-4221-6258-3 • 978-1-4221-7211-7 (eISBN)
HBR on Greening Your Business Profitably
978-1-4221-6256-9 • 978-1-4221-7208-7 (eISBN)
HBR on Increasing Customer Loyalty
978-1-4221-6252-1 • 978-1-4221-7196-7 (eISBN)
HBR on Managing Supply Chains
978-1-4221-6260-6 • 978-1-4221-7212-4
HBR on Rebuilding Your Business Model
978-1-4221-6262-0 • 978-1-4221-7214-8 (eISBN)
HBR on Reinventing Your Marketing
978-1-4221-6255-2 • 978-1-4221-7207-0 (eISBN)
HBR on Succeeding as an Entrepreneur
978-1-4221-7224-7 • 978-1-4221-7226-1 (eISBN)
HBR on Thriving in Emerging Markets
978-1-4221-6263-7 • 978-1-4221-7215-5 (eISBN)
HBR on Winning Negotiations
978-1-4221-6257-6 • 978-1-4221-7210-0 (eISBN)

GENERAL MANAGEMENT
All books in this series:
5 1/2” x 8 1/4”
US$ 22.00 • Paperback
World Rights
Lessons Learned Series

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out — with the Lessons Learned series. Concise and engaging, each volume in this series offers twelve to fourteen insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they've faced. These contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience.

A crucial resource for today's busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world's most talented leaders.

PREVIOUSLY RELEASED

Communicating Clearly
978-1-4221-3983-7
978-1-4221-6199-9 (eISBN)

Crisis as Opportunity
978-1-4221-3980-6
978-1-4221-6200-2 (eISBN)

Doing Business Ethically
978-1-4221-3985-1
978-1-4221-6201-9 (eISBN)

Doing Business Globally
978-1-4221-2647-9
978-1-4221-6202-6 (eISBN)

Executing for Results
978-1-4221-2648-6
978-1-4221-6205-7 (eISBN)

Going Green
978-1-4221-2643-1
978-1-4221-6206-4 (eISBN)

Leading by Example
978-1-4221-1859-7
978-1-4221-6208-8 (eISBN)

Leveraging Technology
978-1-4221-3989-9

Loving Your Work
978-1-4221-3986-8
978-1-4221-6210-1 (eISBN)

Making Customers Matter
978-1-4221-3988-2
978-1-4221-6211-8 (eISBN)

Making the Sale
978-1-4221-2302-7
978-1-4221-6212-5 (eISBN)

Managing Change
978-1-4221-1858-0
978-1-4221-6214-9 (eISBN)

Managing Your Career
978-1-4221-1861-0
978-1-4221-6216-3 (eISBN)

Motivating People
978-1-4221-3981-3
978-1-4221-6217-0 (eISBN)

Never Stop Learning
978-1-4221-3990-5

Overcoming Obstacles
978-1-4221-3982-0
978-1-4221-6219-4 (eISBN)

Sparking Innovation
978-1-4221-2642-4
978-1-4221-6220-0 (eISBN)

Succeeding in China
978-1-4221-3987-5
978-1-4221-6222-4 (eISBN)

Unleashing Talent
978-1-4221-3984-4
978-1-4221-6223-1 (eISBN)

Weathering the Storm
978-1-4221-3979-0
978-1-4221-6224-8 (eISBN)
Harvard Business Review Press

PUBLICITY
Julie Devoll
Assistant Director of Publicity
617-783-7471 • jdevoll@hbr.org

VISIT US ONLINE: WWW.HBR.ORG/BOOKS

PUBLICITY
Julie Devoll
Assistant Director of Publicity
617-783-7471 • jdevoll@hbr.org

RIGHTS
Audra Longert
Rights Manager
617-783-7593 • alongert@hbr.org

SALES
Mary Dolan
Sales Director
617-783-7593 • mdolan@hbr.org

BULK SALES
John Wynne
Sales Manager
617-783-7407 • jwynne@hbr.org

Booksellers/Wholesalers

Harvard Business Review Press books are distributed to the trade by the following distributors:

UNITED STATES
Perseus Distribution
Please send your orders and inquiries to:
Customer Service / Order Department
Tel: 800.343.4499
Fax: 800.351.5073
orderentry@perseusbooks.com
Hours: Monday – Friday
7:30 a.m. – 4:00 p.m. CT

CANADA
General Inquiries and Ordering Information
Publishers Group Canada
76 Stafford Street
Unit 300
Toronto, ON, M6J 2S1
Tel: 416.934.9900
Fax: 416.934.1410
Customer Service
Toll-Free Tel: 800.663.5714
Toll-Free Fax: 800.565.3770

UK, IRELAND AND EUROPE
General Inquiries
Perseus Books Group UK
69-70 Temple Chambers
3-7 Temple Avenue
London, EC4Y 0HP, UK
Tel: +44 (0)207 353 7771
Fax: +44 (0)207 353 7786
enquiries@perseusbooks.co.uk

Ordering Information
Grantham Book Services
Trent Road
Grantham, NG31 7XQ, UK
Tel: +44 (0)147 654 1080
Fax: +44 (0)147 654 1061
orders@gbs.tbs-ltd.co.uk (UK)
export@gbs.tbs-ltd.co.uk (Export)

SOUTH AFRICA
Book Promotions
Nicky Stubbs
Office B4, The District
41 Sir Lowry Road
Woodstock, Cape Town
South Africa 7925
Tel: 27 21 469 8932
Fax: 27 (0) 86 270 0835
enquiries@bookpro.co.za

CHINA, HONG KONG & TAIWAN
Wei Zhao
21-503 UHN International
2 Xi Ba He Dong Li
Chaoyang District
Beijing 100028 China
Tel: 13683018054
Fax: 011 86 10 5130 1051
enquiries@bookpro.co.za

THAILAND, INDONESIA, VIETNAM, CAMBODIA, LAOS
June Poonpanich
476/3 Soi Ladprao 47
Wangtonglang
Bangkok 10310
Tel: 08-96603397,
02-538318
june.p@live.com

AUSTRALIA & NEW ZEALAND
NewSouth Books
Orders and Distribution
15-23 Helles Avenue
Moorebank, NSW 2170
Tel: 61(2) 8778 9999
Fax: 61(2) 8778 9944
orders@tidistribution.com.au

JAPAN & KOREA
Gilles Fauveau
2-3-25, 9F Kudanminami
Chiyoda-Ku
102-0074 Tokyo, Japan
Tel: (81) 3 32640144
Fax: (81) 3 32640440
gillesfauveau@yahoo.com

INDIAN SUB CONTINENT & MIDDLE EAST
(Saudi Arabia, Qatar, Egypt, Bahrain)
Rajdeep Mukherjee
Harvard Business School Publishing
India Pvt. Ltd.
4378/1, 4 B, Ansari Road
Daryaganj, New Delhi – 110002
India
Tel: +91-11-43528347
Inquiries & Orders:
rmukherjee@harvardbusiness.org

THE PHILIPPINES
Jaime Gregorio
408 Cornell Street
South Pointe Townhomes
L. P. Leviste Village, Barangay
Merville
Paranaque City, 1700
The Philippines
Tel: 632.822.1108
Fax: 632.824.0835
jaimecarogregorio@gmail.com

LATIN AMERICA & THE CARIBBEAN
Alison Smith
841 Broadway, 4th Floor
New York, NY 10003
Tel: 212.614.7981
Fax: 212.614.7866
alison.smith@perseusbooks.com

MIDDLE EAST
(Related Other Markets)
Sales Inquiries:
Suk.lee@perseusbooks.com
Orders: intorders@pgw.com

FOR ALL OTHER MARKETS
General Inquiries and Orders
Publishers Group Worldwide
841 Broadway, 4th Floor
New York, NY 10003 USA
Tel: 212.614.7981
Fax: 212.614.7866
Orders: intorders@pgw.com
jodie.hagerman@perseusbooks.com

Individuals
Please send orders, remittances,
and inquiries to:
Perseus Distribution
Customer Service
1094 Flex Drive
Jackson, TN 38301
Call toll-free with credit card
(Visa, MasterCard, American Express):
Tel: 800.343.4499
or order by email:
orderentry@perseusbooks.com

Prices may be higher outside the United States. You, the purchaser, are responsible for duties and tax charges assessed by your local government.