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# Frankfurt Book Fair 2023

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# We help leaders move the world forward.

We publish around forty books a year—both stand-alone authored titles and HBR-branded series books. We have over 500 active titles on our backlist, including *Leading Change*, *The First 90 Days*, *Blue Ocean Strategy*, *The Innovator's Dilemma*, *Playing to Win*, *Invent and Wander*, and *Conscious Capitalism*.

Global publishing and reach are essential parts of our mission. We acquire ideas from around the world with concepts, principles, and examples that managers in any region can use in their business. Almost 40 percent of HBR Press sales are from outside the United States, and translations are a vital part of this.

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- There are 11 million unique visitors each month to [HBR.org](http://HBR.org)—60 percent from outside the United States.
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Our direct relationship with and deep knowledge of our customers allow us to better serve them and give our authors wider access to a valuable audience of influential business professionals.

**MARCH 2024**

9781647826253

**INNOVATION & ENTREPRENEURSHIP**

256 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

**COMPARATIVE TITLES**

*Digital Business Transformation*  
Nigel Vaz, Wiley, 2021

*Competing in the Age of AI*  
Marco Iansiti, Karim R. Lakhani,  
HBR Press, 2020

## Fusion Strategy

### How Real-Time Data and AI Will Power the Industrial Future

VIJAY GOVINDARAJAN, VENKAT VENKATRAMAN

**Two world-renowned experts on innovation and digital strategy explore how real-time data and AI will radically transform physical products—and the companies that make them.**

Tech giants like Facebook, Amazon, and Google collect real-time data from billions of users, but for companies that design and manufacture physical products, that type of data-rich information used to be a pipe dream. Now, with the rise of cheap and powerful sensors, computing power, and artificial intelligence, things are changing—fast.

*Fusion Strategy* offers a first-of-its-kind playbook that will help companies combine what they do best with what digitals do best—use algorithms and AI to parse interconnected datasets—to make connections that would otherwise be impossible.

To compete in the new digital age, companies need to use data to turbocharge their products, strategies, and customer relationships or else they'll fall on the wrong side of the next great digital divide.

**Vijay Govindarajan** (VG) is widely regarded as one of the world's leading experts on strategy and innovation. VG is the Coxe Distinguished Professor, a Dartmouth-wide chair at the Tuck School of Business at Dartmouth College, and a former Marvin Bower Fellow at Harvard Business School. He is the author of the bestselling books *Reverse Innovation* and *Three-Box Solution*.

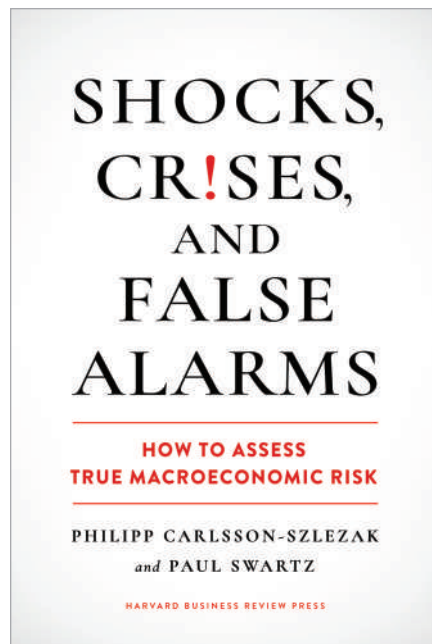
— [VISIT AUTHOR PAGE](#)

**Venkat Venkatraman** is the David J. McGrath Jr. Professor of Management at the Questrom School of Business, Boston University. He has previously taught at the Sloan School of Management at the Massachusetts Institute of Technology and at London Business School. He is considered one of the foremost authorities on how companies develop strategies to win with digital technologies.

— [VISIT AUTHOR PAGE](#)

#### POINTS OF INTEREST

- › A fascinating look at how technology is rapidly changing the industrial sector—one of the largest sectors of the economy
- › Sweeping case studies of companies using next-gen technology, including Tesla, Mercedes Benz, and John Deere
- › Shows how digital-first companies use *datagraphs*—large, interconnected datasets—to make decisions
- › Hands-on, practical advice on using real-time data to improve products and customer relationships



**JULY 2024**

9781647825409

**MACROECONOMICS**

256 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

**COMPARATIVE TITLES**

*Principles for Dealing with the Changing World Order*  
Ray Dalio, Simon & Schuster, 2021

*Narrative Economics*  
Robert Shiller,  
Princeton University Press, 2020

*A Concise Guide to Macroeconomics, Second Edition*  
David Moss, HBR Press, 2014

# Shocks, Crises, and False Alarms

## How to Assess True Macroeconomic Risk

PHILIPP CARLSSON-SZLEZAK, PAUL SWARTZ

**An essential new guide to navigating the turbulent macroeconomic landscape.**

War. Inflation. Recession. Pandemic. The semblance of macroeconomic stability is long gone. When turmoil hits, executives and investors face notoriously unreliable macroeconomic forecasts, whipsawing data, and contradictory opinions. False alarms are costly traps, but so are true structural changes that go undetected.

How can executives avoid these traps and make better strategic decisions? With rational optimism rather than gloom, authors Philipp Carlsson-Szlezak and Paul Swartz provide a fresh and accessible way to analyze and understand the macroeconomy that pushes beyond conventional model-based prediction to emphasize structural context and judgment.

The authors apply their approach to the real economy, financial structures, and geopolitical arrangements to help senior executives and investors assess the true risks of their context and build their capacity to respond to changing conditions more effectively.

**Philipp Carlsson-Szlezak** is Boston Consulting Group's (BCG) Global Chief Economist and a managing director and partner in the firm's New York office. He was previously chief economist at Sanford C. Bernstein and, earlier in his career, advised financial institutions and governments at the OECD and McKinsey & Company.

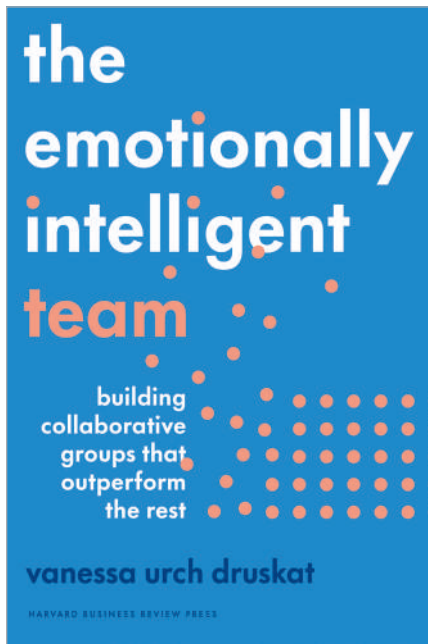
[— VISIT AUTHOR PAGE](#)

**Paul Swartz** is Senior Economist and director at BCG. He coleads the Center for Macroeconomics at the BCG Henderson Institute. Paul previously worked at Sanford C. Bernstein, Goldman Sachs, the Council on Foreign Relations, and Bridgewater Associates.

[— VISIT AUTHOR PAGE](#)

### POINTS OF INTEREST

- › A fresh new framework from BCG for understanding macroeconomic dynamics
- › An excellent, timely topic given the unprecedentedly volatile macro environment
- › Dataviz and graphics to help crystallize ideas



**JUNE 2024**

9781647824877

**LEADERSHIP & MANAGING PEOPLE**

256 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover

**COMPARATIVE TITLES**

*Team Emotional Intelligence 2.0*

Jean Greaves, Evan Watkins,  
TalentSmart, 2022

*Emotional Intelligence for the  
Modern Leader*

Christopher D. Connors,  
Rockridge Press, 2021

*Inclusify*

Stefanie K. Johnson,  
Harper Business, 2020

## The Emotionally Intelligent Team

### Building Collaborative Groups that Outperform the Rest

VANESSA URCH DRUSKAT

**Great teams can sometimes feel like magic. It's hard to pin down just why they work so well. But what seems like magic is explainable and replicable. It starts with team culture.**

Much has been written about the power of emotional intelligence at the individual level, but little has been said about the benefits of this concept for groups. In this book, Professor Vanessa Urch Druskat draws on thirty years of research to present a model for building and leading emotionally intelligent teams. She offers practical advice on how to:

- Create a solid foundation that meets a team's structural needs
- Work to build nine norms that develop an emotionally intelligent team culture
- Support a sense of belonging
- Increase trust, psychological safety, and team identity

By reading this book, leaders and aspiring leaders alike will learn how to develop a strong team culture that motivates and sustains improved collaboration and performance.

**Vanessa Urch Druskat** is Associate Professor of Organizational Behavior and Management at the University of New Hampshire. An applied social psychologist, her award-winning research investigates differences between the norms and habits of high-performing and average teams. Druskat consults globally with some of the world's most respected organizations. Graduate students have five times named her "best professor of the year."

— [VISIT AUTHOR PAGE](#)

**POINTS OF INTEREST**

- › A practical, proven model for taking emotional intelligence beyond the individual
- › Ties emotional intelligence to tangible business results
- › Includes real-world examples from the author's own experience
- › Especially applicable in today's new world of work and managing hybrid teams



**APRIL 2024**

9781647825676

**MANAGEMENT**

256 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover

**COMPARATIVE TITLES**

*The Secret Life of Groceries*

Benjamin Lorr, Avery, 2021

*Sustainable Marketing*

Michelle Carvill, et al.,  
Bloomsbury Business, 2021

*How I Built This*

Guy Raz, Mariner Books, 2020

## You Can't Market Manure at Lunchtime

### And Other Lessons from the Food Industry for Creating a More Sustainable Company

**MAISIE GANZLER**

**Five invaluable lessons for integrating sustainability into your business from a leader who's done it for thirty years.**

As silly as the title of this book may seem, the idea behind it is serious, earnest, and authentic: you can't become a sustainable operation if you're doing the right things in the wrong place or at the wrong time.

Many businesses are in the dark about how to actually do better for the planet while growing their margin. The complexities of supply chains, competing priorities, and the challenge of messaging make authentically greening a company much harder than just writing a bigger check.

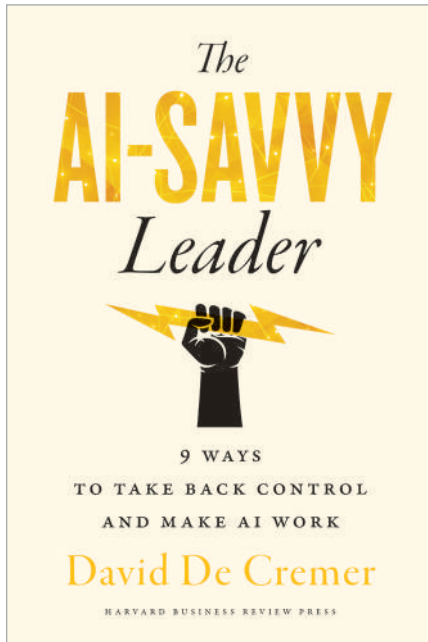
But it can be done, and Ganzler will show you how from her three decades of successes and failures leading a \$2 billion corporation toward a more sustainable future. Join Ganzler as she takes you to pig farms and boardrooms, factories and farmers markets, teaching you how to operate more sustainably.

#### POINTS OF INTEREST

- › Deeply engaging stories and peeks into the food supply chain—something that touches all of us
- › Deeply practical with five core lessons and step-by-step advice supported by experiential detail
- › Candid about the PR value of sustainability and how not to greenwash your audience
- › A nonideological look at a topic with deep moral implications—looks at how all sides can and must work together

**Maisie Ganzler** is Chief Strategy and Brand Officer at Bon Appétit Management Company, a food-service company and subsidiary of the largest food-service company in the world, Compass Group. She is the go-to expert on how food companies can make positive change. Ganzler has played an integral role in changing the food industry and building America's food movement for almost three decades.

[— VISIT AUTHOR PAGE](#)

**JUNE 2024**

9781647826239

**LEADERSHIP & MANAGING PEOPLE**

256 pages • 5 1/2" x 8 1/4"

US\$ 32.00 • Hardcover

**COMPARATIVE TITLES***The Business Case for AI*

Kavita Ganesan, Opinossis, 2022

*AI Leadership for Boards*Fernanda Torre, Robin Teigland,  
Independent, 2020*Competing in the Age of AI*Marco Iansiti, Karim Lakhani,  
HBR Press, 2020

## The AI-Savvy Leader

### 9 Ways to Take Back Control and Make AI Work

DAVID DE CREMER

**Leaders, don't let AI get the best of you.**

AI is coming fast and will affect every part of a business, including the role of the leader. And up until now, leaders have largely ceded their role in the transformation, leaving investment decisions with groups that don't have a full view of the organization. A generation of AI transformation failures awaits if leaders don't connect their use of AI to their strategies.

This book gives leaders the confidence to regain control of the wildly rapid deployment of AI across organizations. It outlines cleanly and concisely nine actions leaders need to take to successfully steward a transition to a more AI-centric future that will lead to growth for all. This is a clarion call for leaders to take their rightful place at the front of the AI revolution and lead their organizations into the new world.

**POINTS OF INTEREST**

- › A clear and concise set of answers to an urgent set of questions
- › Focuses squarely on leadership, not on the latest tech developments in AI
- › The "nine things to do" framing simplifies and clarifies a complex topic into manageable actions
- › Short and to the point, written in plain, direct language

**David De Cremer** is Dean of the D'Amore-McKim School of Business at Northeastern University and the founder and Director of the Centre on AI Technology for Humankind at the National University of Singapore Business School. He is a member of EY's advisory board, guiding its AI lab. His work has appeared in *Harvard Business Review* and many other outlets.

**— VISIT AUTHOR PAGE**



**JULY 2024**

9781647826048

**STRATEGY**

224 pages • 6 1/8" x 9 1/4"

US\$ 32.00 • Hardcover

**COMPARATIVE TITLES**

*Competing in the Age of AI*  
Marco Iansiti, Karim Lakhani,  
HBR Press, 2020

*Driving Digital Strategy*  
Sunil Gupta, HBR Press, 2018

## Smart Rivals

### How Innovative Companies Play Games That Tech Giants Can't Win

FENG ZHU, BONNIE YINING CAO

**How traditional or smaller companies can better compete with Big Tech on their own terms—from a Harvard Business School professor and a former Bloomberg journalist.**

Companies are fighting the wrong battle. The consensus has been to learn the best practices from Big Tech and imitate them. But new paths for growth aren't created by imitation; they're forged by radical differentiation.

In *Smart Rivals*, Harvard Business School Professor Feng Zhu and former Bloomberg journalist Bonnie Cao show leaders how to create new competitive advantages by offering product features and benefits that tech giants and other competitors cannot match.

Zhu and Cao take readers around the world, revealing how big conglomerates—Coca-Cola, Ping An, and AB InBev—and scrappy upstarts—an Italian toll payment platform, a Chinese footwear retailer, a Nigerian media company, and scores of others—have managed to thrive by tapping into their unique capabilities.

Based on original research and insights gleaned from leaders in a wide range of industries, *Smart Rivals* will help you find new capabilities that mere imitation could never provide and that will lead to new products, services, strategies, and advantages.

**Feng Zhu**, MBA Class of 1958 and Professor of Business Administration at Harvard Business School, is an expert on platform strategy, digital transformation, and innovation. He codirects the Platform Lab at the Digital, Data, and Design Institute at Harvard.

— [VISIT AUTHOR PAGE](#)

**Bonnie Yining Cao** is a financial journalist-turned-business-researcher at Harvard Business School's Asia-Pacific Research Center. Prior to her research career, she was the emerging markets correspondent for Bloomberg, based in New York, after earlier establishing the company's real estate and hotel beat in China.

— [VISIT AUTHOR PAGE](#)

#### POINTS OF INTEREST

- › Includes global case studies from the authors' own research
- › Smart analysis informed by the authors' collective experience in academia and journalism
- › Inspired by a curriculum that is taught to executives at Harvard Business School



JACKET COMING SOON

**APRIL 2024**

9781647826765

**INNOVATION**

288 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

**COMPARATIVE TITLES**

*Beyond Disruption*

W. Chan Kim, Renée Mauborgne,  
HBR Press, 2023

*Blue Ocean Strategy, Expanded Edition*

W. Chan Kim, Renée Mauborgne,  
HBR Press, 2015

# The Innovator's Dilemma, with a New Foreword

## When New Technologies Cause Great Firms to Fail

CLAYTON M. CHRISTENSEN

**Named one of 100 Leadership & Success Books to Read in a Lifetime by Amazon editors.**

**A *Wall Street Journal* and *Businessweek* bestseller. Named by *Fast Company* as one of the most influential leadership books in its Leadership Hall of Fame.**

**An innovation classic.**

In one of the most influential business books of all time, Clayton Christensen shows how even the most outstanding companies can do everything right—yet still lose market leadership.

Christensen explains why most companies miss out on new waves of innovation. No matter the industry, he says, a successful company with established products *will* get pushed aside unless managers know how and when to abandon traditional business practices.

Offering both successes and failures from leading companies as a guide, *The Innovator's Dilemma* gives you a set of rules for capitalizing on the phenomenon of disruptive innovation.

**Clayton M. Christensen** was the Kim B. Clark Professor of Business Administration at Harvard Business School. He authored eight critically acclaimed books, including the bestsellers *How Will You Measure Your Life?* and *The Innovator's Solution*. Christensen cofounded Innosight, a management consultancy; Rose Park Advisors, an investment firm; and the Clayton Christensen Institute, a nonprofit think tank.

**CURRENT LICENSEES** Albanian: Minerva • Arabic: Majarra • Armenian: Antares • Azerbaijani: Qanun • Complex Chinese: Business Weekly • Dutch: Business Contact • Finnish: Talentum • French: Valor • German: Vahlen • Greek: Crete University Press • Italian: Franco Angeli • Japanese: Shoeisha • Kazakh: JV Team • Korean: Sejong • Mongolian: Nepko • Portuguese (Brazil): M Books / Alta • Portuguese (Portugal): Actual • Romanian: Mediafax • Russian: Alpina • Serbian: Finesa • Simplified Chinese: CITIC • Slovak: United Philanthropy • Spanish: Granica • Thai: Maxions • Turkish: Koridor • Ukrainian: Oksana Forosty • Uzbek: Golden Books • Vietnamese: PACE

### POINTS OF INTEREST

- › Inside information from some of the world's most innovative companies
- › Practical advice on how to create successful and disruptive innovations
- › Includes *The Innovator's Dilemma* Book Group Guide



JACKET COMING SOON

**APRIL 2024**

9781647826789

**INNOVATION**

320 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

**COMPARATIVE TITLES**

*Beyond Disruption*

W. Chan Kim, Renée Mauborgne,  
HBR Press, 2023

*Blue Ocean Strategy, Expanded Edition*

W. Chan Kim, Renée Mauborgne,  
HBR Press, 2015

# The Innovator's Solution, with a New Foreword

## Creating and Sustaining Successful Growth

CLAYTON M. CHRISTENSEN, MICHAEL E. RAYNOR

**An innovation classic. From Steve Jobs to Jeff Bezos, Clayton Christensen's work continues to inspire today's most innovative leaders and organizations.**

In *The Innovator's Solution*, the authors expand on the idea of disruption, explaining how companies can and should become disruptors themselves.

Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams.

Based on in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is a necessary addition to any innovation library—an essential read for entrepreneurs and business builders worldwide.

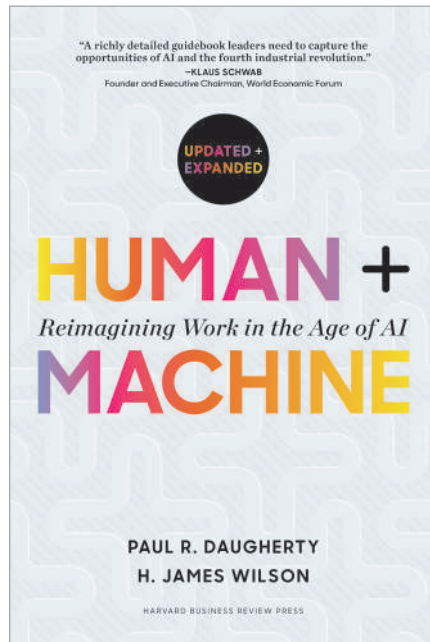
**Clayton M. Christensen** was the Kim B. Clark Professor of Business Administration at Harvard Business School. He authored eight critically acclaimed books, including the bestsellers *How Will You Measure Your Life?* and *The Innovator's Dilemma*. Christensen cofounded Innosight, a management consultancy; Rose Park Advisors, an investment firm; and the Clayton Christensen Institute, a nonprofit think tank.

**Michael E. Raynor** is a Managing Director at Deloitte. His 25 years of client work and practitioner-centered research address competitive and corporate strategy, innovation, and uncertainty. He is the author of *The Strategy Paradox*, *The Innovator's Manifesto*, and *The Three Rules* (with Mumtaz Ahmed). His current focus is applying these insights to the challenges of decarbonizing the global economy.

**CURRENT LICENSEES** Arabic: Majarra • Complex Chinese: Commonwealth Magazine • German: Vahlen • Japanese: Shoeisha • Korean: Sejong • Russian: Alpina • Simplified Chinese: CITIC • Spanish: Granica • Vietnamese: Alpha

### POINTS OF INTEREST

- › Inside information from some of the world's most innovative companies
- › Practical advice on how to create successful and disruptive innovations
- › Guidelines for how to develop a disruptive growth engine and make better decisions that lead to predictable growth



**JULY 2024**

9781647827205

**TECHNOLOGY & OPERATIONS**

256 pages • 6 1/8" x 9 1/4"

US\$ 35.00 • Hardcover

**COMPARATIVE TITLES**

*Competing in the Age of AI*  
Marco Iansiti, Karim Lakhani,  
HBR Press, 2020

*The AI Advantage*  
Thomas H. Davenport,  
Random House, 2019

*Artificial Intelligence in Practice*  
Bernard Marr, Wiley, 2019

# Human + Machine, Updated and Expanded Reimagining Work in the Age of AI

PAUL R. DAUGHERTY, H. JAMES WILSON

Artificial intelligence is no longer just a futuristic notion. It's here right now—in software that senses what we need, supply chains that “think” in real time, and generative AI like ChatGPT that is radically reshaping work and productivity. The bottom line is this: businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind.

In this new, updated, and expanded edition, the authors show that the essence of the AI paradigm shift is the transformation of *all* business processes within an organization.

Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead in innovation and profitability. It describes six entirely new types of hybrid human + machine roles that every company must develop.

*Human + Machine* provides the missing and much-needed management playbook for success in our new age of AI.

“A smart, thoughtful . . . vision of the future . . . well researched and plausibly presented.” —*Forbes*

**Paul R. Daugherty** is the Chief Technology and Innovation Officer of Accenture and is based in New York City. He leads Accenture's AI initiatives globally as well as its Accenture Labs R&D facilities around the world. He is the author of the book *Radically Human*.

Follow him on X @PaulDaugh.

**H. James Wilson** is Managing Director of Information Technology and Business Research at Accenture Research. He is the author of the book *Radically Human*.

Follow him on X @HJamesWilson.

**RIGHTS SOLD** (Original Edition) Italian: Guerini • Japanese: Toyo Keizai • Korean: McGraw-Hill • Portuguese (Brazil): Alta • Russian: Mann • Simplified Chinese: CITIC • Thai: Books.com • Vietnamese: PACE

**POINTS OF INTEREST**

- › Articulates the new environment in which AI, generative AI (GAI), machine learning, and bots are increasingly commonplace tools
- › Aids managers trying to help employees do their best work in a fast-changing tech environment
- › Shows how processes and definitions of jobs will change, and clarifies potential opportunities



## Move Fast and Fix Things

### The Trusted Leader's Guide to Solving Hard Problems

FRANCES FREI, ANNE MORRISS

**Bestselling authors and hosts of the TED *Fixable* podcast reinvent how to lead change—with a radical approach that moves fast, builds trust, and accelerates excellence.**

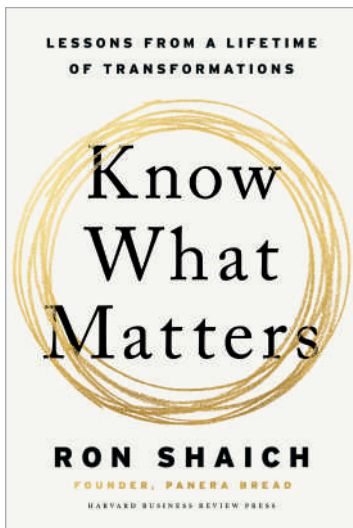
The tech motto “move fast and break things” has fueled an assumption that a certain amount of wreckage is the price we must pay for inventing the future. The authors argue that the best change leaders solve hard problems with fierce urgency while taking care of their organization and people.

Based on the authors' work with Uber, Riot Games, Pinterest, and other fast-moving companies, *Move Fast and Fix Things* is your trusted guide for taking less time to do more of the things that will make your organization stronger.

**OCTOBER 2023**

9781647822873 • 240 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • Hardcover

**RIGHTS SOLD** Arabic: Jarir • Portuguese (Brazil): Alta



## Know What Matters

### Lessons from a Lifetime of Transformations

RON SHAICH

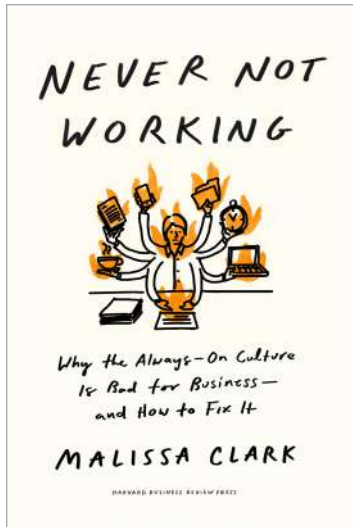
How did Ron Shaich build a little bakery in St. Louis into 2,400 restaurants with \$6 billion in revenue and annual returns of 25 percent, outperforming Starbucks, Chipotle, and all others? By seeing the future and clearing a path to it.

Now Shaich is sharing his story, from his humble entrepreneurial beginnings through his successful creation of a new category of restaurant—fast casual—and the mega-success of Panera. He also shares the lows, the defeats, and the uncertainties he encountered along the way and how he persevered through them.

When you know what matters, you can build transformative businesses while leading a life you can be proud of and having a positive impact on the world.

**OCTOBER 2023**

9781647825591 • 272 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • Hardcover



## Never Not Working

### Why the Always-On Culture Is Bad for Business—and How to Fix It

MALISSA CLARK

**The always-on, hustle culture creates an unhealthy, counterproductive relationship with work.**

Encouraged by business and society, many workers believe that to compete with other top talent, they must embrace a culture that rewards long hours and constant connection to work. Sometimes that endorsement is explicit, but more often, it's an implicit contract, a buildup of organizational and cultural norms, and the adoption of new technologies that increasingly make it easy to tether people to work.

Malissa Clark shows how to escape the trap of putting work at the center of everything and losing your well-being—or your company's performance—in the process. *Never Not Working* is the essential guide to identifying workaholism in yourself and others and starting on the road to recovery.

**FEBRUARY 2024**

9781647825096 • 256 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover



## Open Talent

### Leveraging the Global Workforce to Solve Your Biggest Challenges

JOHN WINSOR, JIN H. PAIK

**In the new world of work, one thing is clear: the war for talent is over—and talent won.**

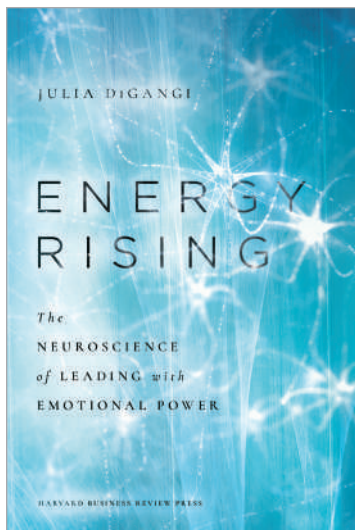
As the pandemic waned, we returned to sparsely populated offices and empty conference rooms. Our working life had been transformed seemingly overnight. Now the imperative is clear—adapt to and leverage this new, digitally enabled world of *open talent* or get left behind.

How can companies adapt? The key is shifting to what the authors call a *networked organization*, dispensing with silos, and viewing talent as a global ecosystem that can be tapped as needed.

With rich stories, keen insights, and lots of practical advice, Winsor and Paik provide a new framework for transforming your organization into a talent-orchestrating, problem-solving machine.

**JANUARY 2024**

9781647823887 • 256 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover



## Energy Rising

### The Neuroscience of Leading with Emotional Power

**JULIA DIGANGI**

Your drive to create change, have impact, and solve problems all comes from energy—the real electrical impulses firing in your brain. You can learn to harness this energy. In *Energy Rising*, Julia DiGangi will teach you how through eight *codes* or principles.

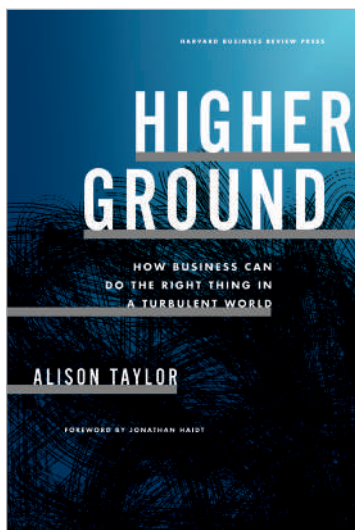
A deeply experienced neuropsychologist, DiGangi has conducted research with colleagues at Harvard, Columbia, and elsewhere. For many years, she's worked with those who've endured the worst traumas and helped them transform their energy and rise to powerful new heights. Their stories and those of business leaders enduring their own struggles bring to life the eight codes.

Make the mindset shift to see your life and work as energy within and around you, and your power to lead will grow exponentially.

**SEPTEMBER 2023**

9781647823450 • 224 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover

**RIGHTS SOLD** Arabic: Jarir • Vietnamese: Saigonbooks



## Higher Ground

### How Business Can Do the Right Thing in a Turbulent World

**ALISON TAYLOR**

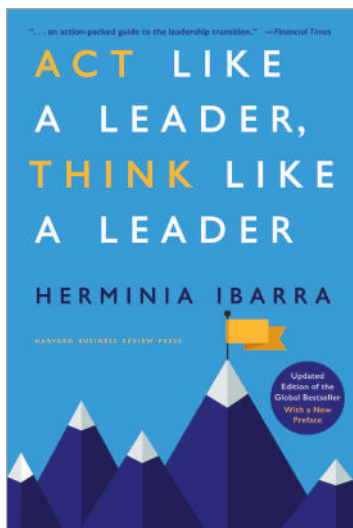
**A fresh, realistic guide to help companies navigate ethical challenges and risks in a volatile global landscape.**

New York University Ethics Professor Alison Taylor argues that we need a new, more dynamic approach to doing the right thing. With vivid stories, Taylor illustrates this complex, risky environment and provides a blueprint for how leaders should rethink and reshape their practices. How can CEOs cut through the noise to set robust environmental and social priorities? When should they speak out on contentious social and political issues—and how? What does it really take to build a healthy organizational culture?

*Higher Ground* will show leaders how businesses can navigate this messy paradigm shift, build trust, and achieve long-term strategic advantage in a turbulent world.

**FEBRUARY 2024**

9781647823436 • 256 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover



## Act Like a Leader, Think Like a Leader, *Updated Edition of the Global Bestseller, with a New Preface*

HERMINIA IBARRA

**A new edition of the bestseller that has helped aspiring leaders worldwide.**

You aspire to lead with greater impact. You know you have to carve out time to build your leadership skills, but it's easy to let immediate problems and old mindsets get in the way.

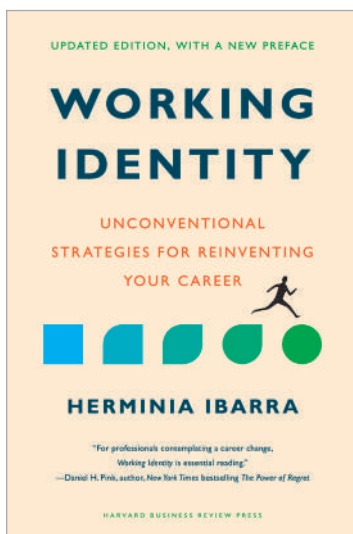
Herminia Ibarra—renowned leadership expert at London Business School—turns the usual leadership advice on its head by arguing that you must first act and experiment. The external perspective you gain provides critical information on what kind of work is important and who you want to become.

“An action-packed guide to the leadership transition.” —*Financial Times*

**OCTOBER 2023**

9781647825546 • 256 pages • 6 1/8" x 9 1/4" • US\$ 32.00 • Hardcover

**CURRENT LICENSEES** Arabic Audio: Dhad • Complex Chinese: Business Today • Croatian: MATE • Hungarian: Labnyom Konyvkiado • Japanese: Shoeisha • Romanian: Niculescu • Russian: Eksmo • Serbian: iLearn • Simplified Chinese: Beijing Mediatime • Spanish: Profit • Thai: SE Education • Vietnamese: First News



## Working Identity, *Updated Edition, with a New Preface* Unconventional Strategies for Reinventing Your Career

HERMINIA IBARRA

Nearly all of us have entertained the notion of reinventing ourselves. Feeling burned out, unfulfilled, or just plain unhappy, we long to make the leap to a new and different career path. But how do we do this successfully?

In this update of the much-loved classic, the bestselling author Herminia Ibarra presents a model for career reinvention that runs counter to conventional advice. Career transition is not a linear path toward some predetermined identity, according to Ibarra, but a crooked journey.

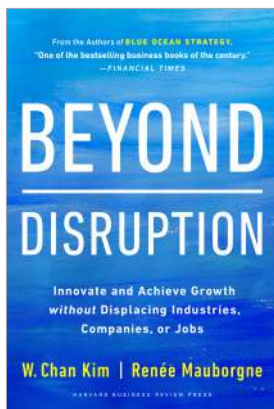
With new examples of people in different stages of a career transition, Ibarra identifies the strategies that successful career changers use.

A call to the dreamer in each of us, *Working Identity* redefines how to craft a more fulfilling future.

**OCTOBER 2023**

9781647825560 • 240 pages • 6 1/8" x 9 1/4" • US\$ 30.00 • Hardcover

**CURRENT LICENSEES** Arabic: Majarra • Japanese: Shoeisha • Simplified Chinese: Huazhang



The authors of *Blue Ocean Strategy* introduce nondisruptive creation, showing why it matters, how to identify opportunities, and how companies can pursue innovation strategies that better balance business and society. With examples from all sectors of the economy and a practical framework for guiding innovation, this is a must-read for the next generation of innovators who want to do well and do good.

“A recipe for producing all the benefits of disruptive innovation without the downsides.” —*Bloomberg*

**23,000 copies sold**

**MAY 2023**

### **Beyond Disruption**

Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs

**W. CHAN KIM, RENÉE MAUBORGNE**

9781647821326 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Japanese: Diamond • Korean: The Korea Economic Daily • Polish: PWN • Portuguese (Portugal): Actual • Romanian: Publica



Former IBM CEO Ginni Rometty delivers a powerful combination of memoir, leadership lessons, and big ideas on how to drive meaningful change. She recounts her own journey leading the skills-first movement, widening the talent pool and sponsorship of apprenticeships.

“An excellent story about how the personal plays together with the professional. . . . Read it. It is much more than a management book.” —*Børsen*

A *Wall Street Journal* bestseller

**98,000 copies sold**

**MARCH 2023**

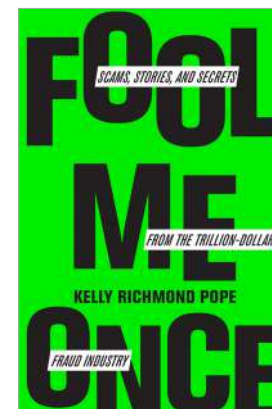
### **Good Power**

Leading Positive Change in Our Lives, Work, and World

**GINNI ROMETTY**

9781647823221 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Italian: Roi • Simplified Chinese: CTPH • Vietnamese: Tre



A riveting look at the perpetrators, victims, and whistleblowers behind financial crimes from acclaimed Professor Kelly Richmond Pope. *Fool Me Once* shows fraud in action, uncovering what makes tricksters tick, victims so gullible, and whistleblowers so morally righteous while encouraging us to look at our own behaviors and motivations.

“Reveals the vulnerabilities that we all share and offers advice on how to guard against those who would prey on us.” —*Wall Street Journal*

**16,000 copies sold**

**MARCH 2023**

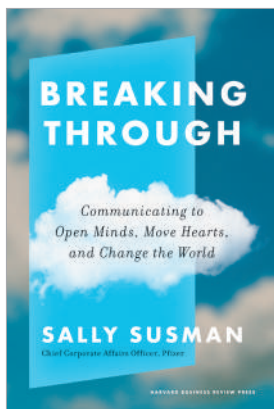
### **Fool Me Once**

Scams, Stories, and Secrets from the Trillion-Dollar Fraud Industry

**KELLY RICHMOND POPE**

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288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Vietnamese: 1980 Books



Pfizer's celebrated communications leader reveals how to break through all the noise to get your message across. In this wise and inspiring book, Susman tells fascinating stories from her stellar career to highlight the principles that enabled her to connect and help move people forward. This is essential reading for any leader facing the daunting challenge of communicating in our turbulent world.

"Practical advice from someone who has earned her place as a trusted adviser during crises." —Axios

**37,000 copies sold**

**MARCH 2023**

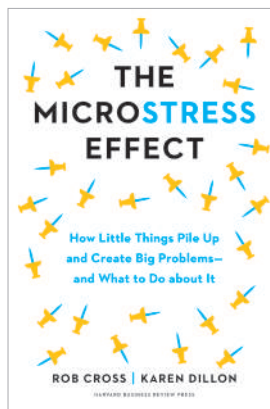
### Breaking Through

Communicating to Open Minds, Move Hearts, and Change the World

**SALLY SUSMAN**

9781647823955 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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There is a force in our everyday lives—microstress—that we aren't even aware of, but it threatens to derail otherwise promising careers and lives. Compelling interviews with high achievers bring to life best practices that show you how to build up resilience, find purpose in your everyday life, and use it as an antidote to your own microstress.

"[A] highly relatable analysis of the problem—and guide to how to rise above it." —*Financial Times*

**11,000 copies sold**

**APRIL 2023**

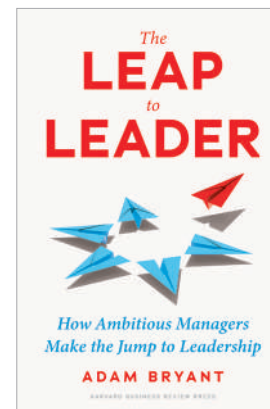
### The Microstress Effect

How Little Things Pile Up and Create Big Problems—and What to Do about It

**ROB CROSS, KAREN DILLON**

9781647823979 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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Your trusted playbook for making the biggest jump of your career. Having worked directly with hundreds of fast-rising executives, Adam Bryant tells compelling stories of those who've made the leap to a leadership role and shares strategies and tactics for building a loyal following, winning promotions without asking for them, developing a legacy, and much more.

**7,000 copies sold**

**JULY 2023**

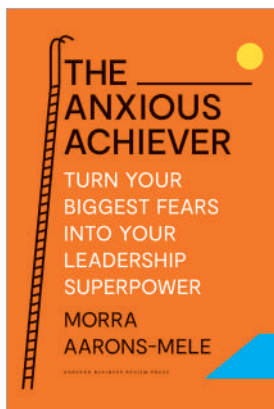
### The Leap to Leader

How Ambitious Managers Make the Jump to Leadership

**ADAM BRYANT**

9781647824891 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: China Times



*The Anxious Achiever* is a book with a mission: to normalize anxiety in the workplace and help readers transform anxiety from an apparent weakness into a strength. Drawing from the successful podcast of the same name, the book is packed with practical advice to help readers confront bad habits, manage social anxiety, deal with criticism, and model healthy behavior as leaders of anxious organizations.

Shortlisted for Thinkers50 Distinguished Achievement Award for Leadership

**10,000 copies sold**

## APRIL 2023

### The Anxious Achiever

Turn Your Biggest Fears into Your Leadership Superpower

**MORRA AARONS-MELE**

9781647822538 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Ping's Publications • German: Vahlen • Simplified Chinese: Jie Teng • Vietnamese: 1980 Books



From Zeynep Ton, MIT professor and preeminent voice on “Good Jobs,” comes a guide for providing work that offers a living wage, dignity, and opportunities for growth. This book shows why good jobs always lead to good outcomes for the business and is essential reading for leaders who desire excellence.

“Compelling—even essential—reading for business leaders.” —*Financial Times*

Longlisted for the FT Business Book of the Year award

**6,000 copies sold**

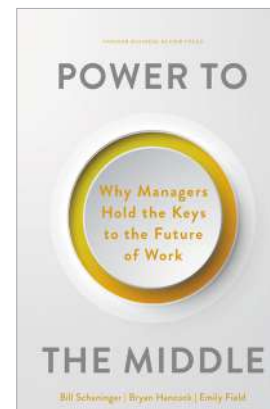
## JUNE 2023

### The Case for Good Jobs

How Great Companies Bring Dignity, Pay, and Meaning to Everyone's Work

**ZEYNEP TON**

9781647824174 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 32.00



McKinsey thought leaders explain why managers should be reinvented as superconnectors, navigators, and rule challengers. They argue that middle managers are uniquely positioned close to the ground but with a crucial connection to company strategy—enabling them to guide organizations through periods of rapid and complex change.

“A surprisingly sprightly book, full of personal insights, experiences and regrets.” —*Financial Times*

**12,000 copies sold**

## JULY 2023

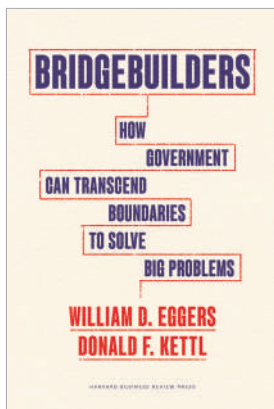
### Power to the Middle

Why Managers Hold the Keys to the Future of Work

**BILL SCHANINGER, BRYAN HANCOCK, EMILY FIELD**

9781647824853 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 32.00

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We are facing a new generation of complex problems stretching across the public and private sectors. Historically, we have looked to the government for big solutions, but as William D. Eggers and Donald F. Kettl show, we need a new approach. We need a government of bridgebuilders, public managers, and leaders who collaborate with partners inside and outside the government to get the job done.

**4,000 copies sold**

**MAY 2023**

### **Bridgebuilders**

How Government Can Transcend Boundaries to Solve Big Problems

**WILLIAM D. EGGERS, DONALD F. KETTL**

9781647825119 • Hardcover  
304 pages • 6 1/8" x 9 1/4" • US\$ 35.00



A classic work on teams and collaboration—now updated with a new preface—shows how an externally focused team model is the key to fueling innovation and your organization's success.

With their distinctively flexible membership and leadership structure, X-teams continuously reach outward to fuel the innovation process.

“The authors dive into the nitty-gritty details of engineering a better team.” —*Time.com*

**18,000 copies sold (both editions)**

**AUGUST 2023**

### **X-Teams** *(Updated Edition, with a New Preface)*

How to Build Teams That Lead, Innovate, and Succeed

**DEBORAH ANCONA, HENRIK BRESMAN**

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Your ultimate guide to data visualization and information design—the new language of business.

In this updated and expanded edition, Scott Brinatto lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping, covering all the core skills you need and can develop.

“An elegant volume . . . an antidote for ‘death by PowerPoint.’” —*Choice*

**60,000 copies sold (both editions)**

**AUGUST 2023**

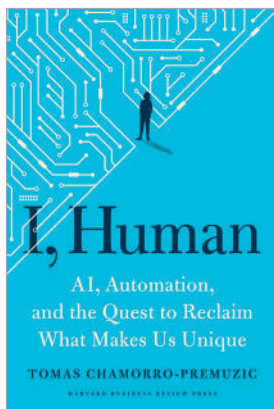
### **Good Charts** *(Updated and Expanded)*

The HBR Guide to Making Smarter, More Persuasive Data Visualizations

**SCOTT BERINATO**

9781647825133 • Paperback  
304 pages • 9 1/2" x 7 1/2" • US\$ 35.00

**RIGHTS SOLD** (Original Edition) Complex Chinese: Sun Color • Japanese: Diamond • Korean: Hans Media • Russian: Eksmo • Simplified Chinese: Huazhang • Thai: WeLearn • Vietnamese: Alpha



Will artificial intelligence improve the way we work and live, or will it alienate us? The choice is ours. Tomas Chamorro-Premuzic offers a guide for reclaiming ourselves in a world in which most of our decisions will be made for us.

“This is not an AI book like others.” —*Financial Times*

“A shrewd, insightful take on the dangers of AI.”  
—*Publishers Weekly*

**10,000 copies sold**

**FEBRUARY 2023**

### **I, Human**

AI, Automation, and the Quest to Reclaim What Makes Us Unique

**TOMAS CHAMORRO-PREMUZIC**

9781647820558 • Hardcover  
208 pages • 6 1/8" x 9 1/4" • US\$ 28.00

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Workplace expert and HBR podcast host Amy Gallo provides wise and friendly counsel to overcome workplace friction. She provides strategies to help you deal constructively with eight familiar types of difficult coworkers. Full of the latest behavioral science research and practical advice, *Getting Along* is an indispensable guide to navigating your toughest relationships at work.

“Dealing with tricky colleagues is hard. . . . Gallo sets out step-by-step tactics.” —*Financial Times*

**23,000 copies sold**

**SEPTEMBER 2022**

### **Getting Along**

How to Work with Anyone (Even Difficult People)

**AMY GALLO**

9781647821067 • Hardcover  
304 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: CommonWealth Magazine • Japanese: Futami Shobo • Korean: SangSangSquare • Polish: MT Biznes • Simplified Chinese: Beijing Jie Teng • Spanish: Profit • Turkish: Serenad



Written by bestselling author Thomas H. Davenport and Deloitte's Nitin Mittal, *All-in on AI* looks at the trailblazing companies using artificial intelligence to create new competitive advantages—from legacy companies like Anthem, Big River Steel, and Ping An to digital-first companies such as Amazon and Nvidia. *All-in on AI* offers a rare inside look at what the leading adopters are doing and provides the tools to put AI at the core of everything you do.

A *Wall Street Journal* bestseller

**20,000 copies sold**

**JANUARY 2023**

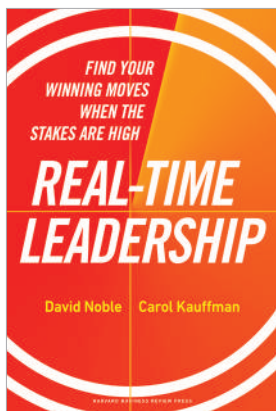
### **All-in on AI**

How Smart Companies Win Big with Artificial Intelligence

**THOMAS H. DAVENPORT, NITIN MITTAL**

9781647824693 • Hardcover  
224 pages • 6 1/8" x 9 1/4" • US\$ 35.00

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When the stakes are highest, how can you be at your best? Leadership coaching legends David Noble and Carol Kauffman show you how with their innovative new framework—MOVE. You'll learn to master the moment, generate options, and quickly evaluate them before acting. Start by learning about this powerful framework so you can read and respond—and keep moving forward.

**22,000 copies sold**

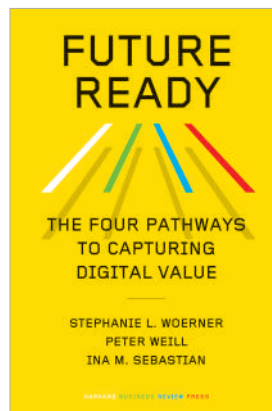
## FEBRUARY 2023

### Real-Time Leadership

Find Your Winning Moves When the Stakes Are High

**DAVID NOBLE, CAROL KAUFFMAN**

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288 pages • 6 1/8" x 9 1/4" • US\$ 30.00



In this compact, no-nonsense book, MIT scientists Stephanie Woerner, Peter Weill, and Ina Sebastian give readers a playbook for their digital transformation journey. Based on years of rigorous research, the book includes instructive examples, sharp analyses, assessments, and illuminating visuals to help crystallize the data and ideas. The authors show that the goal isn't digital transformation but rather a profound business transformation.

**9,000 copies sold**

## OCTOBER 2022

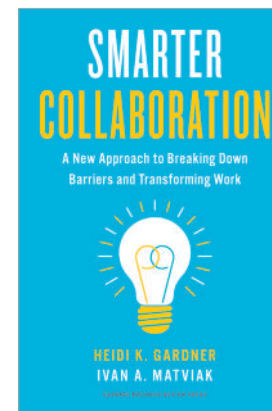
### Future Ready

The Four Pathways to Capturing Digital Value

**STEPHANIE L. WOERNER, PETER WEILL,  
INA M. SEBASTIAN**

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In *Smarter Collaboration*, Harvard collaboration expert Heidi Gardner teams up with senior executive Ivan Matviak to help any organization collaborate effectively across silos, generate higher revenue and profits, innovate faster, and attract and retain better talent. Filled with rich stories, new research, and practical tips, *Smarter Collaboration* is essential reading for leaders and managers in today's complex, data-rich, war-for-talent environment.

**15,000 copies sold**

## NOVEMBER 2022

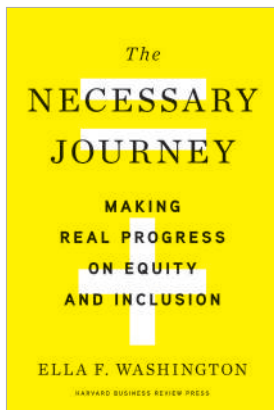
### Smarter Collaboration

A New Approach to Breaking Down Barriers and Transforming Work

**HEIDI K. GARDNER, IVAN A. MATVIAK**

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In *The Necessary Journey*, we hear from leaders in companies, including Slack, Infosys, and PwC, about their successes and failures on the road to an inclusive workplace. The book provides a framework for thinking about where these companies are on their journeys and where you and your company may be too.

“One of the best books on diversity, equity and inclusion you can read.” —*Impact Investor*

**9,000 copies sold**

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**NOVEMBER 2022**

**The Necessary Journey**

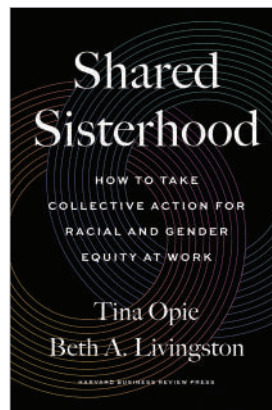
Making Real Progress on Equity and Inclusion

**ELLA F. WASHINGTON**

9781647821289 • Hardcover

320 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Korean: Galmaenam



Gender equity can't happen without racial equity. We need shared sisterhood. Professors Tina Opie and Beth A. Livingston explain how to use vulnerability, trust, empathy, and risk-taking to bridge the divide among women of all backgrounds. Balancing a mix of history, research, and real-life examples—including the authors' own experiences—this book encourages everyone to join Shared Sisterhood and advance equity for all.

“An agenda setting, yet practical book.” —*Forbes*

**7,000 copies sold**

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**OCTOBER 2022**

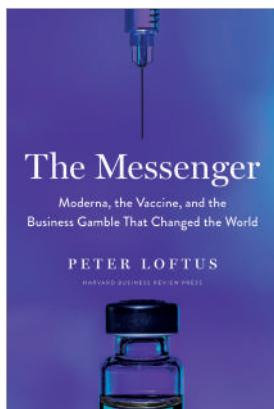
**Shared Sisterhood**

How to Take Collective Action for Racial and Gender Equity at Work

**TINA OPIE, BETH A. LIVINGSTON**

9781647822835 • Hardcover

240 pages • 6 1/8" x 9 1/4" US\$ 30.00



At the start of 2020, Moderna was still years away from delivering its first product, but when the coronavirus pandemic hit, Moderna became a central player by delivering one of the world's first COVID-19 vaccines. *The Wall Street Journal's* Peter Loftus brings the inside story of the biotech unicorn in the right place at the right time with the right technology.

"An engagingly pacy yet detailed narrative."  
—*Irish Times*

**7,000 copies sold**

**JULY 2022**

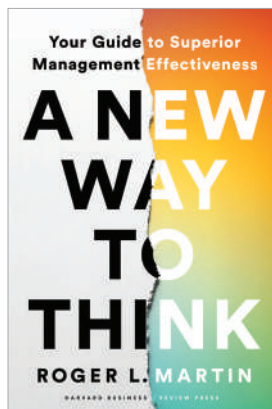
### **The Messenger**

Moderna, the Vaccine, and the Business Gamble That Changed the World

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As an author, business school dean, and Thinkers50's number one management thinker, Roger Martin has made it his life's work to find new ways to address business problems.

From competition to strategy, data, M&A, and more, each chapter compares a dominant but flawed model to a new, better way of doing business.

"Spot on and, if applied assiduously, I guarantee it will change your life." —Tom Peters

**20,000 copies sold**

**MAY 2022**

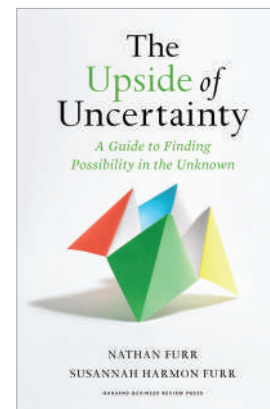
### **A New Way to Think**

Your Guide to Superior Management Effectiveness

**ROGER L. MARTIN**

9781647823511 • Hardcover  
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**RIGHTS SOLD** Complex Chinese: Good Morning Press • French: Pearson • Korean: PlanB Design • Portuguese (Brazil): Alta • Portuguese (Portugal): Clube do Autor • Simplified Chinese: Cheers • Vietnamese: PACE



INSEAD professor Nathan Furr and entrepreneur Susannah Harmon Furr provide a panoramic guide to transforming uncertainty into a force for good. Drawing on hundreds of interviews and pioneering research, Nathan and Susannah provide tools for opening ourselves up to a future of possibility.

"A sophisticated yet accessible guide to turning uncertainty into a force for creativity, positive action and good." —*Developing Leaders*

**12,000 copies sold**

**JULY 2022**

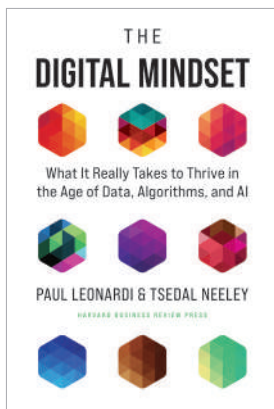
### **The Upside of Uncertainty**

A Guide to Finding Possibility in the Unknown

**NATHAN FURR, SUSANNAH HARMON FURR**

9781647823016 • Hardcover  
320 pages • 6 1/8" x 9 1/4" • US\$ 30.00

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Here to help us understand what being *digital* really means, the central idea of the book is the *30 percent rule*, which says that to have digital intelligence, you need to have at least 30 percent literacy in technical skills, like knowing how to code or how to train an algorithm.

Primarily a book written for individuals, it's also for senior leaders who want to upskill and build a digital workforce. The good news is that developing a digital mindset isn't as hard as we might think.

**17,000 copies sold**

**MAY 2022**

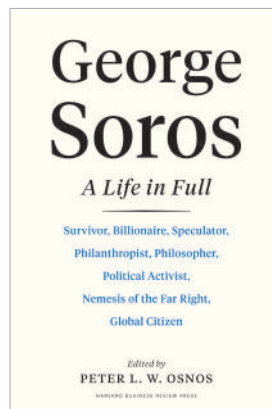
### The Digital Mindset

What It Really Takes to Thrive in the Age of Data, Algorithms, and AI

**PAUL LEONARDI, TSEDAL NEELEY**

9781647820107 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Italian: Franco Angeli • Korean: Will Books • Polish: MT Biznes • Simplified Chinese: Beijing Jie Teng • Ukrainian: Ranok • Vietnamese: PACE



George Soros's longtime publisher, Peter Osnos, has assembled an intriguing set of contributors—public intellectuals (Eva Hoffman, Michael Ignatieff), journalists (Sebastian Mallaby, Orville Schell), scholars (Leon Botstein, Ivan Krastev), and nonprofit leaders (Gara LaMarche, Darren Walker)—to shine a new light on Soros's activities, motivations, and impact.

"Exceptional writers provide a many-sided view of a multifaceted person. Better and more intriguing than a conventional biography." —Anne Applebaum

**9,000 copies sold**

**MARCH 2022**

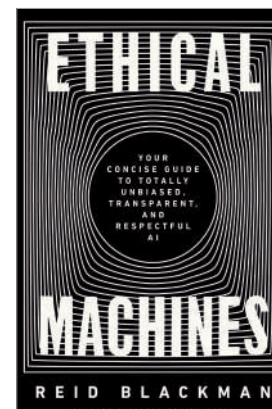
### George Soros: A Life in Full

Survivor, Billionaire, Speculator, Philanthropist, Philosopher, Political Activist, Nemesis of the Far Right, Global Citizen

**EDITED BY PETER L. W. OSNOS**

9781647822798 • Hardcover  
320 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Hungarian: HVG • Korean: FN Media • Spanish: Profit



All you need to ensure your artificial intelligence advances your company's objectives instead of undermining them. Blackman's clear and accessible writing helps make a complex and often misunderstood concept easy to grasp, and it will help you build, procure, and deploy AI in a way that's not only ethical but also safe and scalable.

**7,000 copies sold**

**JULY 2022**

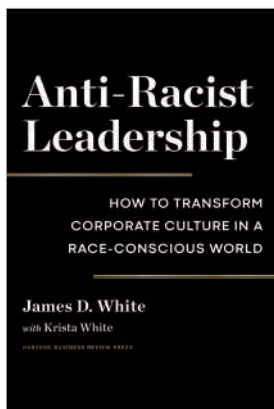
### Ethical Machines

Your Concise Guide to Totally Unbiased, Transparent, and Respectful AI

**REID BLACKMAN**

9781647822811 • Hardcover  
224 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Japanese: Hakuyo-Sha • Portuguese: Alta



James D. White, former CEO and Chairman of the global smoothie chain Jamba Juice, outlines a comprehensive plan to enable leaders to get serious about diversity, equity, and inclusion and create an anti-racist company culture. As he says, “Business leaders, you hold an important position in the power structure. It’s time for you to build a truly diverse, equitable, and inclusive work environment.”

**9,000 copies sold**

**MARCH 2022**

### **Anti-Racist Leadership**

How to Transform Corporate Culture in a Race-Conscious World

**JAMES D. WHITE WITH KRISTA WHITE**

9781647821975 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Portuguese (Brazil): Novo Seculo



Linda Yates, who worked with Gary Hamel at Strategos and is now CEO of Mach49, a world-leading growth incubator, shows how established companies can build and scale new ventures the way startups do. In this full-color book, she lays out a comprehensive program for building a team; creating new products or services; developing a rigorous business and execution plan; and launching, accelerating, and scaling each venture. And then doing it again and again.

“An actionable playbook for big corporations.” —*Forbes*

**28,000 copies sold**

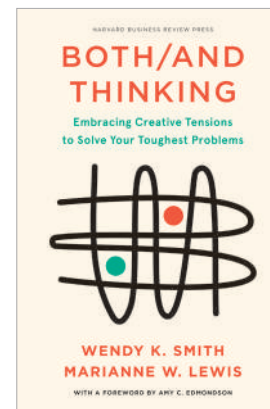
**OCTOBER 2022**

### **The Unicorn Within**

How Companies Can Create Game-Changing Ventures at Startup Speed

**LINDA K. YATES**

9781633698680 • Paperback  
336 pages • 9 1/2" x 7 1/2" • US\$ 35.00



Wendy Smith and Marianne Lewis help readers cope with a life full of paradoxes. Drawing from more than twenty years of research, this book provides an actionable framework for achieving innovation and personal growth by changing our core mindset, finding comfort in discomfort, and learning to experiment and constantly adapt to new opportunities.

“Two top scholars of paradox examine how to embrace tensions and overcome tradeoffs.” —Adam Grant

**13,000 copies sold**

**AUGUST 2022**

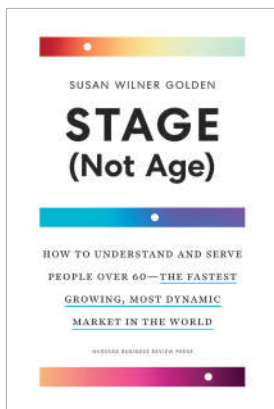
### **Both/And Thinking**

Embracing Creative Tensions to Solve Your Toughest Problems

**WENDY K. SMITH, MARIANNE W. LEWIS**

9781647821043 • Hardcover  
336 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Japanese: JMA Management Center • Korean: SangSangSquare • Simplified Chinese: CTPH



The concise guide to helping companies understand and serve the burgeoning over-sixties market by focusing on life stage, not age, and identifying the deep diversity of needs. It resets our understanding of what an *old* person is, helps identify barriers to entering the market, and outlines ways to overcome them.

“Highlights 18 different stages of life that allow us to have a much more granular understanding of age and aging.” —*Forbes*

**5,000 copies sold**

**JUNE 2022**

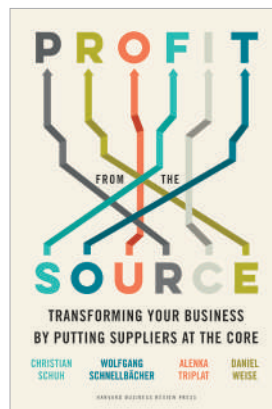
### Stage (Not Age)

How to Understand and Serve People Over 60—the Fastest Growing, Most Dynamic Market in the World

**SUSAN WILNER GOLDEN**

9781633699472 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Complex Chinese: China Productivity Center • Korean: Wisdom House • Thai: What Is It? Press



As Boston Consulting Group thought leaders explain, procurement is often seen as an unglamorous part of the business, but, in fact, it has the potential to be a secret weapon in these disruptive times. With vivid stories and in-depth case studies, they illustrate that no other business function offers the same holistic view of a company, and they show that procurement can help businesses generate phenomenal value in innovation, quality, sustainability, speed, and risk reduction.

**32,000 copies sold**

**JUNE 2022**

### Profit from the Source

Transforming Your Business by Putting Suppliers at the Core

**CHRISTIAN SCHUH, WOLFGANG SCHNELLBÄCHER, ALENKA TRIPLAT, DANIEL WEISE**

9781647821395 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** German: Vahlen • Italian: Egea



Former Massachusetts Governor Charlie Baker and his first Chief of Staff, Steve Kadish, present their four-step framework for delivering results in the public sector. It bridges rather than exacerbates divides. And it shows that government can be an engine of positive change, an example of effective operation, and not just a hopeless bureaucracy.

“A step-by-step manual examining how to move from identifying problems to actually achieving things.” —*Financial Times*

**11,000 copies sold**

**MAY 2022**

### Results

Getting Beyond Politics to Get Important Work Done

**CHARLIE BAKER, STEVE KADISH**

9781647821807 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

## HBR's Work Smart Series

Rise faster with quick reads, essential advice, and relatable stories.

It's not easy to figure out work when you're still exploring who you are and what you want in life. How do you translate your interests, skills, and education into a career you love while navigating a new work environment?

The Work Smart series explores topics that matter to you: being yourself at work, collaborating with (sometimes difficult) colleagues, maintaining your mental health, and more. Each title includes chapter takeaways and dozens of resources so you can go beyond the book to engage in the media you learn best. Work Smart series books are your go-to guides to step into and move forward successfully in your professional world.

### LEADERSHIP & MANAGING PEOPLE

**All Titles:** 5 1/2" x 8 1/4" • US\$ 22.00 • Paperback

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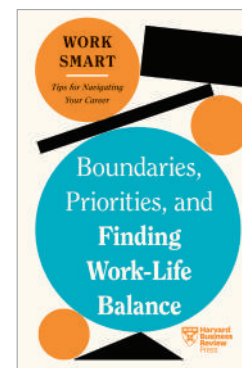
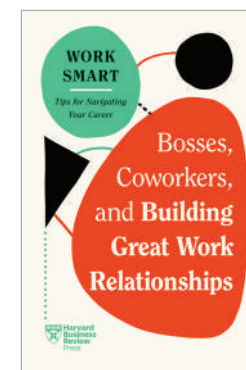
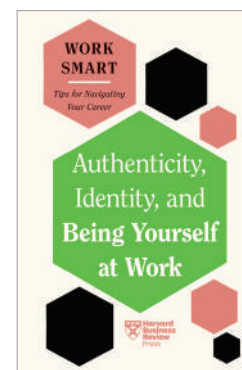
#### HBR'S WORK SMART SERIES:

**Authenticity, Identity,  
and Being Yourself at Work**  
MAY 2024

**Bosses, Coworkers,  
and Building Great Work Relationships**  
MAY 2024

**Boundaries, Priorities,  
and Finding Work-Life Balance**  
MAY 2024

**Experience, Opportunity,  
and Developing Your Career**  
MAY 2024



# HBR’s 10 Must Reads Series

## HBR’s Definitive Articles on the Topics That Matter Most

The definitive collection of ideas and best practices for aspiring and experienced leaders alike.

Each book is packed with enduring advice from the best minds in business, including Clayton Christensen, Peter Drucker, John Kotter, Michael Porter, Daniel Goleman, Linda Hill, and Gary Hamel.

We’ve combed through hundreds of *Harvard Business Review* articles and selected only the most essential reading on topics that go beyond the fundamentals to help you be a more effective, well-rounded leader.

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- AI, Analytics, and the New Machine Age

Boards

Building a Great Culture

Business Model Innovation

Career Resilience

CEOs

Change Management

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Collaboration

Communication

Communication, Vol. 2

Creativity

Design Thinking

Diversity

Emotional Intelligence

Entrepreneurship and Startups

The Essentials

Executive Teams

HBR at 100

High Performance

Innovation

Leadership

Leadership, Vol. 2

Leadership Lessons from Sports

Leading Digital Transformation

Lifelong Learning

Making Smart Decisions

Managing across Cultures

Managing in a Downturn (Updated)

Managing People

Managing People, Vol. 2
- Managing Risk

Managing Yourself

Managing Yourself, Vol. 2

Mental Toughness

Mid-Level Managers

Negotiation

New Managers

Nonprofits and the Social Sectors

Organizational Resilience

Platforms and Ecosystems

Performance Management

Public Speaking and Presenting

Reinventing HR

Sales

Strategic Marketing

Strategy

Strategy, Vol. 2

Talent

Teams

Trust

Women and Leadership

2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023

**FORTHCOMING:**

2024

OCTOBER 2023

Business Students

DECEMBER 2023

Projects and Initiatives

JUNE 2024

Soft Skills

MARCH 2024

# HBR's Emotional Intelligence Series

## How to Be Human at Work

HBR's Emotional Intelligence series features smart, essential reading on the human side of work from the pages of *Harvard Business Review*. Each book offers proven research showing how our emotions impact our work life, providing both practical advice for managing difficult people and situations and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

**Over 500,000 copies sold**

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**RIGHTS SOLD** Arabic: Haykal • French: Prisma • Hungarian: Edesviz Kiado • Japanese: Diamond • Korean: Book 21 • Mongolian: Suun Suvd • Polish: Helion • Portuguese (Brazil): Sextante • Portuguese (Portugal): Actual • Romanian: Litera • Russian: Mann • Simplified Chinese: CITIC • Spanish: Reverte • Thai: Expernet • Turkish: Optimist • Vietnamese: Alpha

### HBR'S EMOTIONAL INTELLIGENCE SERIES:

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Dealing with Difficult People

Empathy

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Focus

Good Habits

Grit

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Inclusion

Influence + Persuasion

Leadership Presence

Mindful Listening

Mindfulness

Power + Impact

Purpose, Meaning + Passion

Resilience

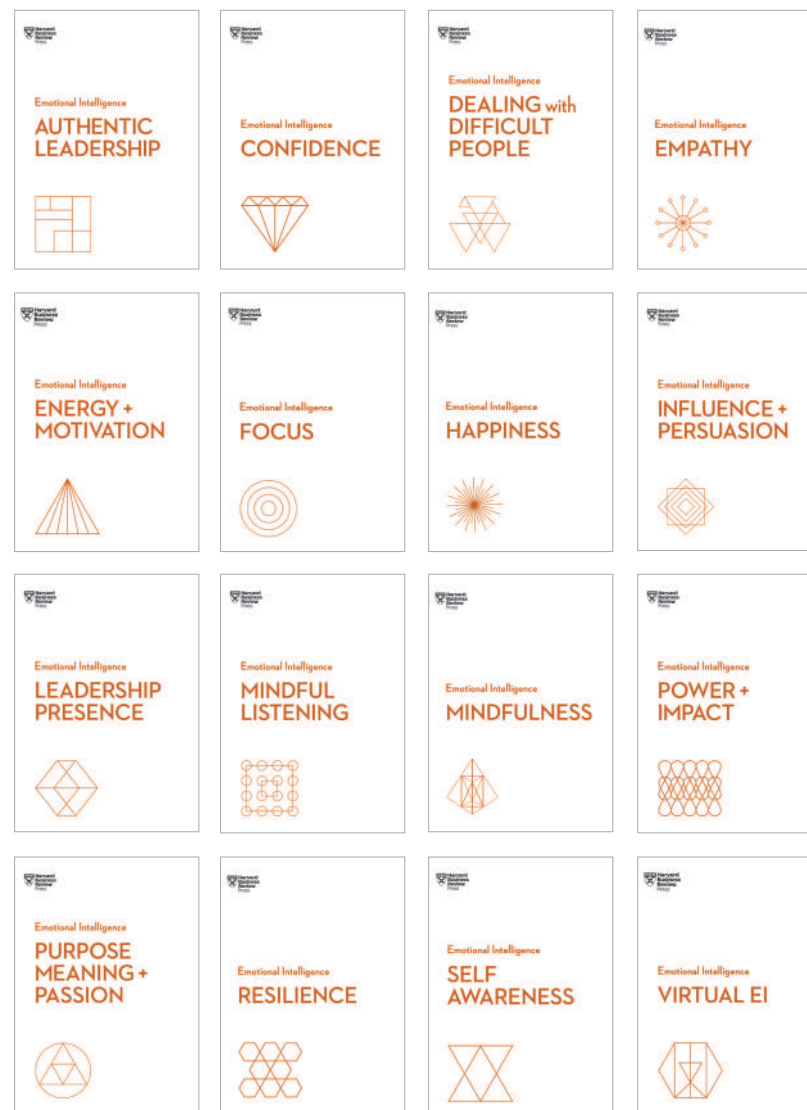
Self-Awareness

Virtual EI

### FORTHCOMING:

**Managing Your Anxiety**  
JANUARY 2024

**Curiosity**  
JUNE 2024



# HBR’s Insights You Need Series

## HBR’s Latest Thinking on the Future of Business

Update and deepen your understanding of current topics with the Insights You Need series from *Harvard Business Review*. Featuring some of the best and most recent thinking from HBR, Insights You Need titles are both a primer on today’s most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore what an issue will mean to you and your business.

Nearly 100,000 copies sold

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HBR’S INSIGHTS YOU NEED SERIES:

Agile	Multigenerational Workplace
Artificial Intelligence	Racial Justice
Blockchain	Strategic Analytics
Climate Change	Supply Chain
Coronavirus: Leadership + Recovery	Web3
Crypto	The Year in Tech 2021
Customer Data + Privacy	The Year in Tech 2022
Cybersecurity	The Year in Tech 2023
The Future of Work	The Year in Tech 2024
Global Recession	<b>FORTHCOMING:</b>
Hybrid Workplace	Generative AI
Monopolies + Tech Giants	JANUARY 2024



# HBR Guide Series

## Smarter Than the Average Guide

We all wish we could sharpen key management skills—such as by writing more effective emails, focusing to-do lists on what really matters, giving more persuasive presentations, or dealing with a boss who makes us want to scream. But who has the time? The HBR Guide series can help. Packed with concise, practical tips from leading experts—and examples that make those tips easy to apply—the HBR Guide series provides 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.

Over 1.4 million copies sold

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HBR'S GUIDE SERIES:

- |                                    |                                |
|------------------------------------|--------------------------------|
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| Beating Burnout                    | Managing Flexible Work         |
| Being a Great Boss                 | Managing Strategic Initiatives |
| Being More Productive              | Managing Stress at Work        |
| Better Business Writing            | Managing Up and Across         |
| Better Mental Health at Work       | Motivating People              |
| Building Your Business Case        | Negotiating                    |
| Building Your Purpose              | Office Politics                |
| Buying a Small Business            | Performance Management         |
| Changing Your Career               | Persuasive Presentations       |
| Coaching Employees                 | Project Management             |
| Collaborative Teams                | Remote Work                    |
| Critical Thinking                  | Setting Your Strategy          |
| Data Analytics Basics for Managers | Thinking Strategically         |
| Dealing with Conflict              | Unlocking Creativity           |
| Delivering Effective Feedback      | Women at Work                  |
| Designing Your Retirement          | Work-Life Balance              |
| Emotional Intelligence             | Your Professional Growth       |
| Executing Your Strategy            | <b>FORTHCOMING:</b>            |
| Finance Basics for Managers        | Navigating the Toxic Workplace |
| Getting the Mentoring You Need     | JANUARY 2024                   |
| Getting the Right Work Done        | Your Job Search                |
| Leading Teams                      | FEBRUARY 2024                  |
| Making Decisions                   | Leading Through Change         |
|                                    | JULY 2024                      |

# HBR Handbooks

## The Primer You Need to Develop Your Skills

HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in *Harvard Business Review*, each comprehensive volume helps you stand out from the pack—whatever your role.

### GENERAL MANAGEMENT

**All Titles:** 6 1/8" x 9 1/4" • US\$ 29.99 • Paperback

**RIGHTS SOLD** Arabic: Majarra • Azerbaijani: TEAS • Complex Chinese: Commonwealth • Dutch: Business Contact • Estonian: Aripaev • French: Prisma • Greek: Psychogios • Hebrew: Matar • Kazakh: Foliant • Mongolian: Suun Suvd • Polish: Rebis • Portuguese (Brazil): Alta • Russian: Alpina • Simplified Chinese: PHEI • Thai: Expernet • Turkish: Optimist • Vietnamese: Alpha

### HBR HANDBOOKS:

#### Family Business Handbook

The ultimate reference for navigating the complex decisions and relationships that are critical to creating and sustaining a healthy family business—and business family—with practical advice and insights from the expert family business consultant authors.

#### Entrepreneur's Handbook

The process of starting a new business is rife with both opportunity and risk. This essential resource helps entrepreneurs navigate the world of venture capital funding, turn innovations into marketplace realities, build a business model that makes sense, develop sales and marketing programs, and understand how to build culture and set direction.

#### Leader's Handbook

Leadership and strategy experts Ron Ashkenas and Brook Manville distill the best proven ideas and frameworks about leadership from *Harvard Business Review*

into a concise manual that shows rising leaders how to relate to others, make strategic choices, build a vision for the future, and inspire people.

#### Manager's Handbook

The primer executives need in order to develop managerial and leadership skills. Packed with step-by-step advice and wisdom from HBR's management archive, this book provides best practices on topics ranging from building credibility and emotional intelligence to hiring and retaining employees to understanding finance and strategy.

#### Project Management Handbook

Packed with case studies from many industries worldwide, this is the one primer you need to launch, lead, and sponsor successful projects. You'll learn to more effectively navigate projects, programs, and strategic initiatives, as well as to prioritize and complete them as planned.



## HBR's Women at Work Series

### Inspiring Conversations, Advancing Together

The HBR Women at Work series spotlights the real challenges and opportunities women experience throughout their careers. With interviews from the popular podcast of the same name and related articles, stories, research, and discussion guides, these books provide inspiration and advice for workplace challenges, including inequity, advancement, and community building.

- Provides research, insights, and practical tips to help create positive working relationships
- Includes a variety of perspectives and experiences
- Features real-life stories that readers can relate to and learn from
- Includes introductions by *Women at Work* hosts and other leading thinkers
- Contains discussion guides to help readers start the conversation in their own networking group

#### MANAGING YOURSELF

**All Titles:** 5 1/2" x 8 1/2" • US\$ 24.95 • Paperback

**RIGHTS SOLD** Turkish: Optimist Yayim Dagitim

#### HBR'S WOMEN AT WORK SERIES:

Making Real Connections

Next-Level Negotiating

Speak Up, Speak Out

Taking Charge of Your Career

Thriving in a Male-Dominated Workplace

You, the Leader

#### FORTHCOMING:

Overcoming Ageism  
FEBRUARY 2024

Overcoming Overwork  
AUGUST 2024



# HBR's Working Parents Series

## Tips, Stories, and Strategies for the Job That Never Ends

The HBR Working Parents series supports readers as they anticipate challenges, learn how to advocate for themselves more effectively, juggle their impossible schedules, and find fulfillment at home and work.

From classic issues such as work-life balance and making time for yourself to thorny challenges such as managing an urgent family crisis and the impact of parenting on your career, this series features the practical tips, strategies, and research you need so you can be—and feel—more effective at home and work. Whether you're up all night with a newborn or touring universities with your teen, we've got what you need to make working parenthood work for you.

### MANAGING YOURSELF

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### HBR'S WORKING PARENTS SERIES:

**Advice for Working Dads**

JUNE 2021

**Advice for Working Moms**

MAY 2021

**Communicate Better with Everyone**

JUNE 2021

**Doing It All as a Solo Parent**

MARCH 2022

**Getting It All Done**

DECEMBER 2020

**Managing Your Career**

DECEMBER 2020

**Succeeding as a First-Time Parent**

MARCH 2022

**Taking Care of Yourself**

DECEMBER 2020

**Two-Career Families**

MARCH 2022



# HBR Classics

## Brief Yet Potent Business Ideas for Today's Thinking Professionals

Since 1922, *Harvard Business Review* has been a leading source of breakthrough management ideas—many of which still speak to and influence us today. The *Harvard Business Review* Classics series offers readers the opportunity to make these seminal pieces a part of their permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.

**Over 600,000 copies sold**

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### HBR CLASSICS | PAPERBACK

4 1/4" x 6 1/2" • Approximately 100 pages • US\$ 9.99

#### Blue Ocean Leadership

W. Chan Kim and Renée Mauborgne

#### How Will You Measure Your Life?

Clayton M. Christensen

#### Leadership That Gets Results

Daniel Goleman

#### Red Ocean Traps

W. Chan Kim and Renée Mauborgne

#### The Theory of the Business

Peter F. Drucker

#### Turning Goals into Results

Jim Collins

#### What Makes an Effective Executive

Peter F. Drucker

#### What Makes a Leader?

Daniel Goleman

### HBR CLASSICS | HARDCOVER

4 1/4" x 6 1/2" • Approximately 150 pages • US\$ 19.99

#### Blue Ocean Classics

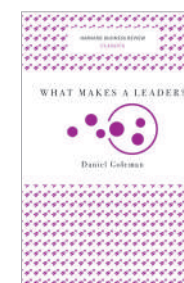
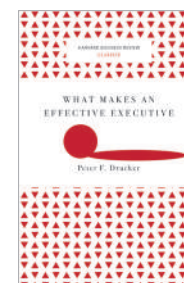
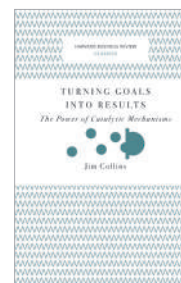
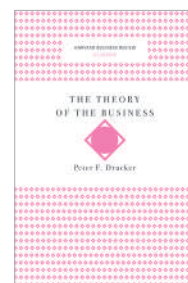
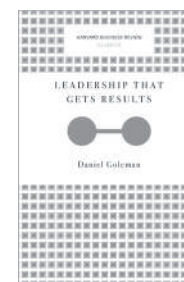
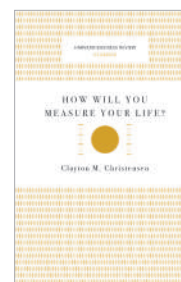
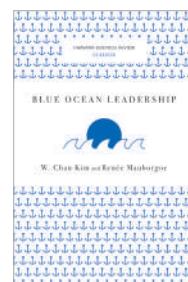
W. Chan Kim and Renée Mauborgne

#### Managing Oneself

Peter F. Drucker

#### The Emotionally Intelligent Leader

Daniel Goleman



# HBR's 20-Minute Manager Series

## Advice You Can Quickly Read and Apply, from the Most Trusted Source in Business

Get up to speed fast on essential business skills. Whether you're looking for a crash course or a brief refresher, you'll find just what you need in the HBR 20-Minute Manager series.

**Over 450,000 copies sold**

### GENERAL MANAGEMENT

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### HBR'S 20-MINUTE MANAGER SERIES:

Creating Business Plans

Managing Projects

Delegating Work

Managing Time

Difficult Conversations

Managing Up

Finance Basics

Performance Reviews

Getting Work Done

Presentations

Giving Effective Feedback

Running Meetings

Innovative Teams

Running Virtual Meetings

Leading Virtual Teams

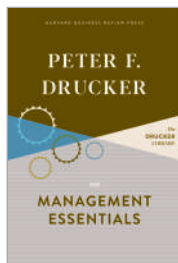
Virtual Collaboration



## The Drucker Library

As part of our commitment to keeping Peter F. Drucker's enduring ideas on management in print, we have reissued the Drucker Library series with new titles and new packaging.

PETER F. DRUCKER



### Management Essentials

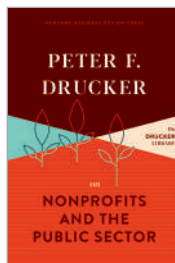
previously *People and Performance*

**MARCH 2020**

9781633699670

384 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover



### Nonprofits and the Public Sector

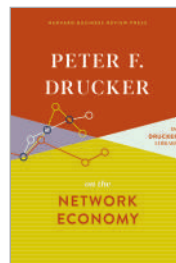
previously *Toward the Next Economics*

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### The Network Economy

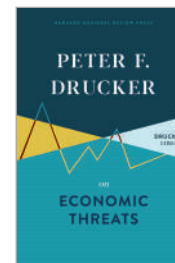
previously *Managing in a Time of Great Change*

**MAY 2020**

9781633699557

336 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover



### Economic Threats

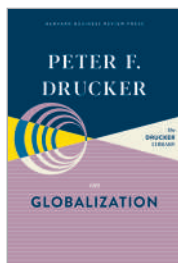
previously *The Changing World of the Executive*

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### Globalization

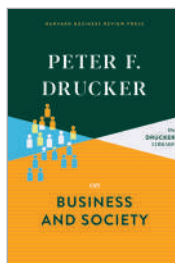
previously *Frontiers of Management*

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### Business and Society

previously *Men, Ideas, and Politics*

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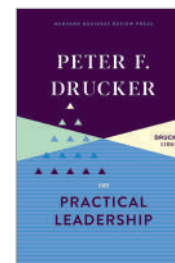
previously *Technology, Management, and Society*

**JULY 2020**

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### Practical Leadership

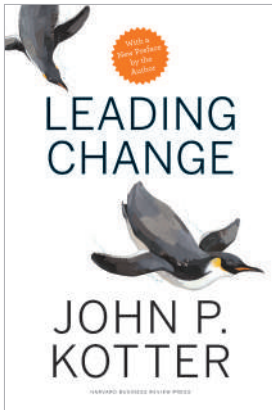
previously *Managing for the Future*

**AUGUST 2020**

9781633699311

384 pages • 6 1/8" x 9 1/4"

US\$ 30.00 • Hardcover



John Kotter's now-legendary eight-step process for managing change has become the foundation for leaders and organizations around the globe. The book serves as both visionary guide and practical toolkit for how to approach the difficult yet crucial work of leading change in any type of organization.

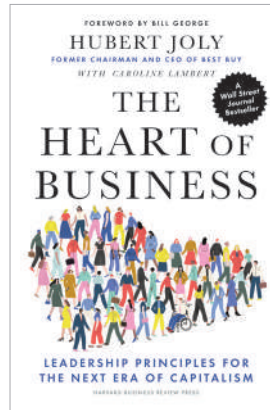
**1.25 million copies sold**  
**29,000 sold in the past year**

**JULY 1996 & NOVEMBER 2012**

**Leading Change**  
**JOHN P. KOTTER**

9781422186435 • Hardcover  
 208 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**CURRENT LICENSEES** Arabic: Jarir • Complex Chinese: Commonwealth • Czech: Albatros • Dutch: Boom • French: Pearson • Georgian: Diogene • German: Vahlen • Greek: Kritiki • Hebrew: Matar • Indonesian: Gramedia • Italian: Feltrinelli • Japanese: Nikkei • Korean: Gimm-Young • Mongolian: MLC • Polish: Helion • Portuguese (Brazil): Alta • Portuguese (Portugal): Lua de Papel • Russian: Alpina • Simplified Chinese: Huazhang • Spanish: Urano • Thai: WeLearn • Turkish: Dogan Kitap • Vietnamese: Alpha



Hubert Joly unveils the philosophy behind his success as CEO of Best Buy: pursue a noble purpose, put people at the center, create an environment where every employee can blossom, and treat profit as an outcome, not the goal.

*A Wall Street Journal Bestseller*

"This smart, practical guide is a perfect resource for any business leader." —*Publishers Weekly*

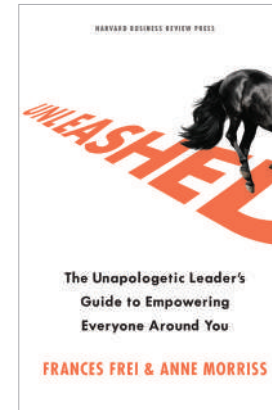
**81,000 copies sold**

**MAY 2021**

**The Heart of Business**  
 Leadership Principles for the Next Era  
 of Capitalism  
**HUBERT JOLY WITH CAROLINE LAMBERT**

9781647820381 • Hardcover  
 256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Commonwealth • Dutch: Quinter • French: Plon • Georgian: Bubblehead • Hungarian: Balloon World • Japanese: Eiji • Korean: SangSangSquare • Mongolian: United Business Review • Portuguese (Brazil): Sextante • Portuguese (Portugal): Presenca • Romanian: Prestige • Russian: AST • Serbian: Publik Praktikum • Simplified Chinese: CITIC • Thai: SE Education • Vietnamese: Alpha



At its core, leadership is not about you. Real leadership is about how effective you are at making other people better—even when you are not there. *Unleashed* shows how the boldest, most effective leaders use a special combination of trust, love, and inclusion to create a space in which other people can excel, and it provides practical, battle-tested tools to make these ideas come alive.

"Sparkily written and personal—full of simple tips to build trust and reduce bias." —*Financial Times*

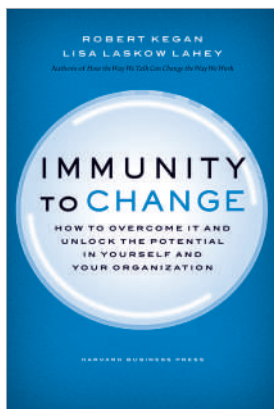
**57,000 copies sold**

**JUNE 2020**

**Unleashed**  
 The Unapologetic Leader's Guide to Empowering  
 Everyone Around You  
**FRANCES FREI, ANNE MORRIS**

9781633697041 • Hardcover  
 240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Majarra • Japanese: PHP Institute • Korean: Hankyoreh • Polish: Druga Strona • Simplified Chinese: CITIC



*Immunity to Change* shows how our individual beliefs, along with the collective mindsets in our organizations, combine to make change maddeningly elusive. This persuasive and practical book, filled with hands-on diagnostics and compelling case studies, delivers the tools to overcome the forces of inertia and transform life and work.

**149,000 copies sold**  
**7,000 in the past year**

**JANUARY 2009**

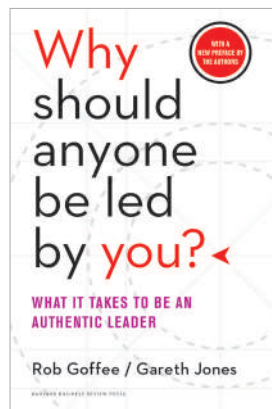
### **Immunity to Change**

How to Overcome It and Unlock the Potential in Yourself and Your Organization

**ROBERT KEGAN, LISA LASKOW LAHEY**

9781422117361 • Hardcover  
304 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Complex Chinese: Corporate Synergy • Danish: Gyldendal • French: Colligence SAS • Hungarian: HVG • Indonesian: PT Gramedia • Italian: Franco Angeli • Japanese: Eiji • Korean: Chunghye • Polish: Helion • Portuguese (Brazil): Alta • Russian: Mann • Simplified Chinese: Beijing Normal Press • Thai: Think Beyond



In this lively and practical book, Rob Goffee and Gareth Jones reveal how to hone and deploy your unique leadership abilities while managing the tensions at the heart of successful leadership: when to show emotion and when to withhold it, how to get close to followers while maintaining an appropriate distance, and maintaining your individuality while “conforming enough” to gain traction and lead change.

**184,000 copies sold**  
**6,000 in the past year**

**MARCH 2006 & NOVEMBER 2015**

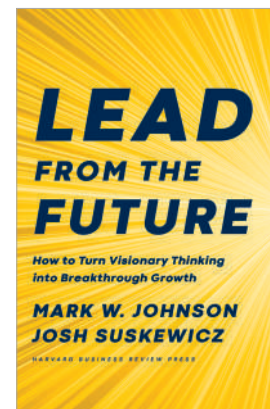
### **Why Should Anyone Be Led by You?**

(With a New Preface by the Authors)  
What It Takes to Be an Authentic Leader

**ROB GOFFEE, GARETH JONES**

9781633691087 • Hardcover  
244 pages • 6 1/8" x 9 1/4" • US\$ 35.00

**RIGHTS SOLD** (New Edition) Arabic: Obeikan • Azerbaijani: TEAS • Japanese: Eiji • Russian: Eksmo • Simplified Chinese: Beijing Mediatime



We all know a visionary leader when we see one. They're bold and prophetic and, at the same time, pragmatic. They drive change while inspiring and mobilizing others to do the same. *Lead from the Future* introduces a new way of thinking and managing—called *future-back*—that enables any manager to become a practical visionary.

Named one of the “10 Best New Business Books of 2020” by *Inc.* magazine.

**13,000 copies sold**

**APRIL 2020**

### **Lead from the Future**

How to Turn Visionary Thinking into Breakthrough Growth

**MARK W. JOHNSON, JOSH SUSKEWICZ**

9781633697546 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Japanese: Jitsumu Kyoiku • Simplified Chinese: Cheers • Vietnamese: PACE



This global bestseller challenges everything you thought you knew about strategic success. Now updated with fresh content from the authors, *Blue Ocean Strategy* argues that lasting success comes not from battling competitors but from creating *blue oceans*—untapped new market spaces ripe for growth.

**1.26 million copies sold in English  
31,000 in the past year**

#### FEBRUARY 2005 & JANUARY 2015

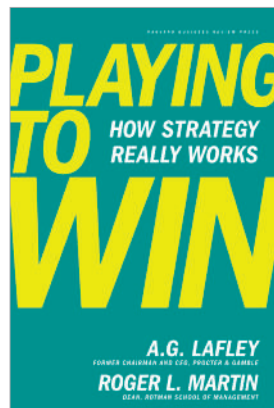
##### **Blue Ocean Strategy**

How to Create Uncontested Market Space and Make the Competition Irrelevant

**W. CHAN KIM, RENÉE MAUBORGNE**

9781625274496 • Hardcover  
320 pages • 6 1/8" x 9 1/4" • US\$ 32.00

Translated into 47 languages



This *Wall Street Journal* bestseller outlines the strategic approach A. G. Lafley used to double Procter & Gamble's sales and quadruple its profits. This book shows leaders and managers in any organization how to deliver on their strategic goals by focusing all staff on where to play and how to win.

**297,000 copies sold  
24,000 in the past year**

#### FEBRUARY 2013

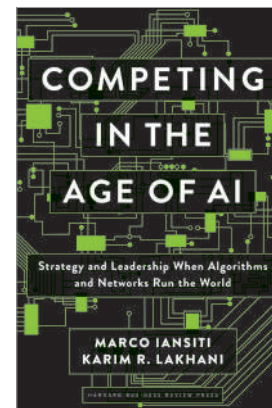
##### **Playing to Win**

How Strategy Really Works

**A. G. LAFLEY, ROGER L. MARTIN**

9781422187395 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: China Productivity Center • Czech: Dobrovsk/Omega • Japanese: PanRolling • Korean: Jinsung • Mongolian: Suun Suvd • Portuguese (Brazil): Alta • Portuguese (Portugal): Clube do Autor • Russian: Mann • Simplified Chinese: Cheers • Spanish: Arpa • Thai: Nokhook • Turkish: Moda Offset • Ukrainian: Nash Format • Vietnamese: Tre



*Competing in the Age of AI* shows how processes driven by artificial intelligence (AI) remove traditional constraints on scale and scope and enable companies to straddle industry boundaries and create powerful learning opportunities. Packed with examples and based on research at hundreds of firms, this is the essential guide for rethinking how firms compete and operate in the era of AI.

“Well written, readable, engaging, and accessible.” —  
*Irish Tech News*

**60,000 copies sold**

#### JANUARY 2020

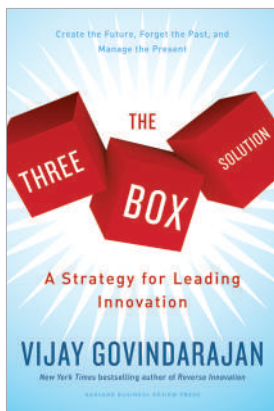
##### **Competing in the Age of AI**

Strategy and Leadership When Algorithms and Networks Run the World

**MARCO IANSITI, KARIM R. LAKHANI**

9781633697621 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Arabic: Majarra • Complex Chinese: Commonwealth • Japanese: Eiji • Korean: UX Review • Mongolian: Suun Suvd • Polish: Lethe • Portuguese (Brazil): AlfaCon • Russian: Eksmo • Simplified Chinese: Huazhang • Turkish: Optimist • Ukrainian: Bookchef • Vietnamese: PACE



A simple model to solve a fundamental problem for leaders—how do you run your current business while simultaneously reinventing it? *The Three-Box Solution* offers a way of allocating energy, time, and resources. Box 1: The Present; Box 2: The Past; Box 3: The Future.

“A simple and practical path for innovation.”  
—*Financial Times*

**55,000 copies sold**

**APRIL 2016**

### The Three-Box Solution

A Strategy for Leading Innovation

**VIJAY GOVINDARAJAN**

9781633690141 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Arabic: Jarir • Japanese: Diamond • Korean: KITA • Portuguese: Alta • Simplified Chinese: CITIC • Thai: WeLearn



As traditional industries are disrupted, Sunil Gupta argues, leaders need to reexamine four fundamental aspects of their businesses: strategy, value chain, customers, and organization. Filled with rich case studies and deep analysis, *Driving Digital Strategy* shows how established firms can mitigate the threats and leverage the opportunities of the digital era.

“A comprehensive overview of what is needed to develop a successful digital strategy.” —*Børsen*

**33,000 copies sold**

**AUGUST 2018**

### Driving Digital Strategy

A Guide to Reimagining Your Business

**SUNIL GUPTA**

9781633692688 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Korean: Freelec • Portuguese (Brazil): M Books • Simplified Chinese: Renmin • Thai: Nation • Ukrainian: KM • Vietnamese: 1980 Books



When it comes to strategy, the mistake most managers make is thinking they have one when they don't. Joan Magretta, author of the bestselling *Understanding Michael Porter*, has teamed up with illustrator Emile Holmewood to capture essential strategy concepts in a short, easy-to-understand graphic format. With a charming cast of characters—a team of managers who call in Professor Porter to help—the book helps readers quickly grasp the fundamentals of strategy.

“Original and well thought out . . . 6/6 stars.” —*Børsen*

**6,000 copies sold**

**SEPTEMBER 2020**

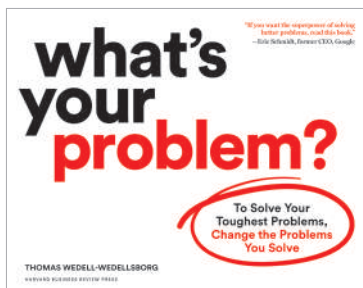
### What Is Strategy?

An Illustrated Guide to Michael Porter

**JOAN MAGRETTA, EMILE HOLMEWOOD,  
HEINRICH ZIMMERMANN**

9781633698239 • Hardcover  
80 pages • 10" x 10" • US\$ 25.00

**RIGHTS SOLD** Arabic: Jarir • Japanese: Rakkousha • Thai: Live Rich Forever



If you have ever worked hard on something only to find you were focusing on the wrong problem entirely, then *What's Your Problem?* can help. In this visually engaging and friendly book, you'll learn reframing, a crucial, underutilized skill that you can easily master. Teach yourself and your team to reframe, and growth and success will follow.

"If you want the superpower of solving better problems, read this book." —Eric Schmidt, former Executive Chairman, Google and Alphabet

**22,000 copies sold**

**MARCH 2020**

### What's Your Problem?

To Solve Your Toughest Problems, Change the Problems You Solve

**THOMAS WEDELL-WEDELLSBORG**

9781633697225 • Paperback  
232 pages • 9 1/2" x 7 1/2" • US\$ 35.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Commonwealth • Czech: Portal • Danish: Content • French: Pearson • Indonesian: Grasindo • Japanese: Jitsumu Kyoiku • Korean: Chunggrim • Portuguese (Brazil): Saraiva • Romanian: Publica • Russian: Alpina • Simplified Chinese: Xiron • Ukrainian: Vivat • Vietnamese: WeTransform



Now updated, *The Innovator's DNA* outlines the five discovery skills—associating, questioning, observing, networking, and experimenting—that distinguish innovative entrepreneurs and executives from ordinary managers. The authors show readers how to evaluate and build on their *DNA* code through in-depth advice and stories that demonstrate each discovery skill in action and how to develop it.

**134,000 copies sold (both editions)**  
**5,000 sold in the past year**

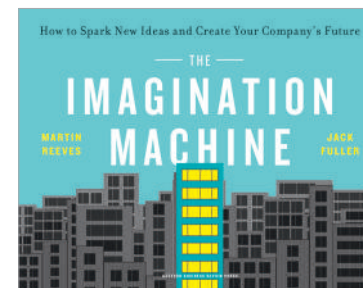
**JUNE 2019**

**The Innovator's DNA** (Updated with a New Preface)  
Mastering the Five Skills of Disruptive Innovators

**JEFF DYER, HAL GREGERSEN,  
CLAYTON M. CHRISTENSEN**

9781633697218 • Hardcover  
320 pages • 6 1/8" x 9 1/4" • US\$ 35.00

**RIGHTS SOLD** Complex Chinese: CommonWealth Magazine • Danish: L&R • French: Pearson • Hungarian: OneLife • Indonesian: ANDI • Japanese: Shoeisha • Korean: Sejong • Polish: ICAN • Portuguese (Brazil): Alta • Russian: Eksmo • Simplified Chinese: CITIC • Spanish: Planeta • Thai: Pran • Vietnamese: Alpha



At a time when we need imagination more than ever, Boston Consulting Group's Martin Reeves and Jack Fuller lay out how to create ideas and bring them to life. From putting yourself in a more imaginative mindset by focusing on "what could be" and spreading evolving ideas to codifying and exploiting new ideas and keeping imagination going, *The Imagination Machine* is an erudite and entertaining guide to injecting new life into your company. Fully illustrated and in full color.

**16,000 copies sold**

**JUNE 2021**

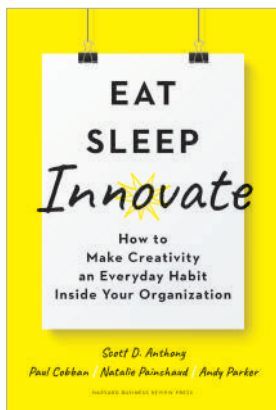
### The Imagination Machine

How to Spark New Ideas and Create Your Company's Future

**MARTIN REEVES, JACK FULLER**

9781647820862 • Hardcover  
256 pages • 9 1/2" x 7 1/2" • US\$ 35.00

**RIGHTS SOLD** Arabic: Majarra • Italian: Egea • Japanese: Nikkei • Polish: MT Biznes • Russian: Prosvyescheniye • Simplified Chinese: CITIC



This fun, lively, and original book is a playbook for creating an innovative culture and hardwiring innovation into everything a company does. With case studies of “normal companies doing fascinating things,” the book provides readers with the tools to create their own hacks, which they can use to build and sustain their own version of an innovation culture.

“An indispensable guide. I highly recommend it.”

—Ed Catmull, Co-founder, Pixar

**12,000 copies sold**

**OCTOBER 2020**

### **Eat, Sleep, Innovate**

How to Make Creativity an Everyday Habit Inside Your Organization

**SCOTT D. ANTHONY, PAUL COBBAN, NATALIE PAINCHAUD, ANDY PARKER**

9781633698376 • Hardcover  
272 pages • 6 1/8" x 9 1/4" • US\$ 28.00

**RIGHTS SOLD** Arabic: Jarir • Simplified Chinese: Huazhang • Vietnamese: PACE



The new playbook for innovation—wherever it has the potential to happen. Startups are taking root all over the world, but as venture capital expert Alex Lazarow says, they’re not following the Silicon Valley model. In *Out-Innovate*, he tells success stories of startups that build industries rather than disrupt, are born global because local markets are too small, and focus on resilience rather than on growth at any cost.

“[An] engaging quest . . . shedding new light on innovation.” —*Financial Times*

**5,000 copies sold**

**APRIL 2020**

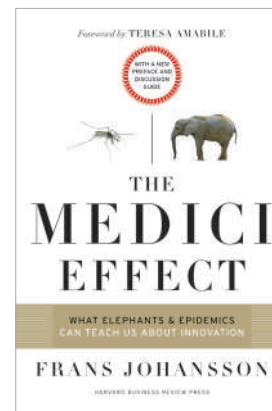
### **Out-Innovate**

How Global Entrepreneurs from Delhi to Detroit Are Rewriting the Rules of Silicon Valley

**ALEXANDRE LAZAROW**

9781633697584 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Korean: Freelec • Simplified Chinese: CTPH • Spanish: LID



Why do so many world-changing insights come from people with little or no related experience? *The Medici Effect* shows how breakthrough ideas most often occur when we bring concepts from one field into another and offers examples of how we can turn the ideas we discover into pathbreaking innovations.

“Required reading for trailblazers all over the world.”

—Daniel Pink

**135,000 copies sold (both editions)**

**SEPTEMBER 2006 & MARCH 2017**

### **The Medici Effect**

What Elephants & Epidemics Can Teach Us about Innovation

**FRANS JOHANSSON**

9781633692923 • Paperback  
256 pages • 5 1/2" x 8 1/4" • US\$ 25.00

**RIGHTS SOLD** Complex Chinese: Business Weekly • German: Börsenmedien • Japanese: CCC Media • Korean: Sejong • Simplified Chinese: Beijing Mediatime • Turkish: Kapital Media • Ukrainian: Lviv Business School • Vietnamese: Ecoblader



The international bestseller presents proven strategies for conquering the challenges of transitions—no matter where you are in your career. This updated and expanded edition addresses today's increasingly demanding professional world, where managers change roles more frequently and are expected to deliver results within the first 90 days.

**1.7 million copies sold**  
**108,000 sold in the past year**

**SEPTEMBER 2003 & MAY 2013**

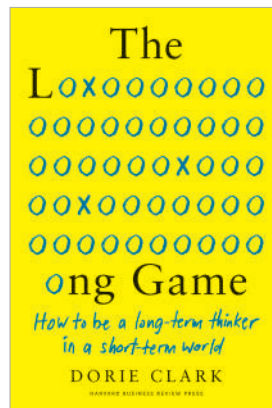
### **The First 90 Days (Updated and Expanded)**

Proven Strategies for Getting Up to Speed Faster and Smarter

**MICHAEL WATKINS**

9781422188613 • Hardcover  
 304 pages • 5 1/2" x 8 1/4" • US\$ 30.00

**CURRENT LICENSEES** Arabic: Jarir • Complex Chinese: Business Weekly • Czech: Albatros • Dutch: Business Contact • French: Pearson • German: Campus • Greek: Klidarithmos • Hebrew: Matar • Hungarian: Noran Ibro • Indonesian: Serambi • Italian: Hoepli • Japanese: Shoeisha • Korean: Dongnyok • Mongolian: Suun Suvd • Polish: Helion • Portuguese (Brazil): Alta • Romanian: BFC Allianz • Russian: Mann • Simplified Chinese: CITIC • Spanish: Reverte • Thai: WeLearn • Turkish: Optimist • Ukrainian: Nash Format • Vietnamese: Alpha



Top business thinker Dorie Clark shares unique principles, frameworks, and her own experiences to show how to break out of day-to-day routines and achieve lasting success. She explains how, by doing small things over time, readers can achieve their goals and transform their lives and careers.

“An expert at self-reinvention and helping others make changes in their lives.” —*New York Times*

A *Wall Street Journal* Bestseller

**32,000 copies sold**

**SEPTEMBER 2021**

### **The Long Game**

How to Be a Long-Term Thinker in a Short-Term World

**DORIE CLARK**

9781647820572 • Hardcover  
 256 pages • 5 1/2" x 8 1/4" • US\$ 28.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Fine Press • French: Pearson • Italian: Ayros • Japanese: Discover 21 • Korean: Dasan • Portuguese (Brazil): O Novo Mercado • Russian: Eksmo • Simplified Chinese: Cheers • Spanish: Taller Del Exito • Thai: Amarin • Vietnamese: Vietnam AZ Communication



You've landed a job. Now what? Gorick Ng, a first-generation college student and Harvard career adviser, distills the wisdom he has gathered about the unspoken rules of work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies for readers to set themselves up for a fulfilling career.

A *Wall Street Journal* Bestseller

“It can help everyone from interns to CEOs.”  
 —*Financial Times*

**30,000 copies sold**

**APRIL 2021**

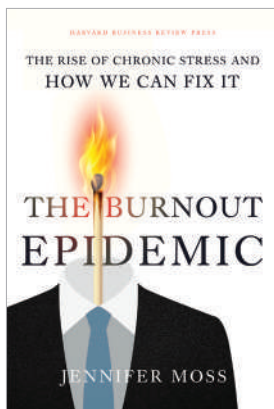
### **The Unspoken Rules**

Secrets to Starting Your Career Off Right

**GORICK NG**

9781647820442 • Hardcover  
 272 pages • 6 1/8" x 9 1/4" • US\$ 26.00

**RIGHTS SOLD** Arabic: Jarir • Czech: Prah • Dutch: Business Contact • Farsi: Aryana Ghalam • French: Pearson • German: Redline • Japanese: Jitsumu Kyoiku • Portuguese (Brazil): GMT Editores • Russian: AST • Simplified Chinese: Cheers



This eye-opening and practical guide lays bare the real causes of burnout and shows—with the help of fascinating research, interviews, and insightful and actionable advice—how leaders can be empowered to help themselves and their employees feel healthier and happier.

“The book, which is clear that burnout is an organizational issue, not an individual one, is designed for leaders who want to get to grips with the problem and do something about it.” —*Financial Times*

**16,000 copies sold**

**SEPTEMBER 2021**

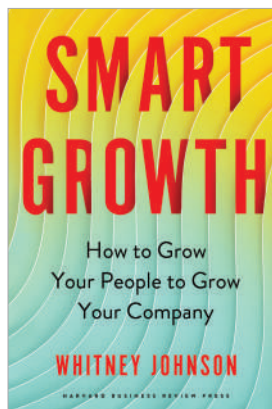
### **The Burnout Epidemic**

The Rise of Chronic Stress and How We Can Fix It

**JENNIFER MOSS**

9781647820367 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Estonian: Aripaev • Korean: Prunsoop • Portuguese (Brazil): Alta • Russian: Eksmo



Helping people grow and develop their potential is what leaders strive for. In *Smart Growth*, Whitney Johnson shows how growth happens and how people and organizations can create a culture that fosters it. As we grow, so do organizations and societies. Growth betters the world. Growth occurs when we try something new and invest the effort to move it from being something we do to something we are.

A *Wall Street Journal* Bestseller

**26,000 copies sold**

**JANUARY 2022**

### **Smart Growth**

How to Grow Your People to Grow Your Company

**WHITNEY JOHNSON**

9781647821159 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Armenian: Karapp • French: Pearson • Russian: Eksmo • Simplified Chinese: Cheers • Vietnamese: Saigonbooks



As Harvard Business School professor Ashley Whillans reveals, not having enough time makes us unhappy, but earning more money isn't the answer. The real secret to gaining happiness is using money to buy time. *Time Smart* shows how to “find time” and “fund time” and helps readers transform themselves into happier, less-stressed people who build better relationships and have more productive careers.

“Helps readers identify how to value time like money.”  
—*Management Today*

**17,000 copies sold**

**OCTOBER 2020**

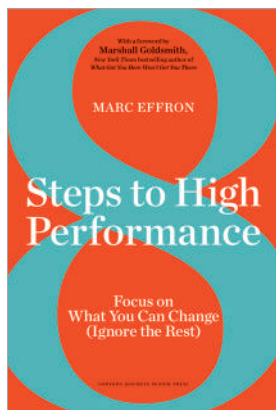
### **Time Smart**

How to Reclaim Your Time and Live a Happier Life

**ASHLEY WHILLANS**

9781633698352 • Hardcover  
208 pages • 6 1/8" x 9 1/4" • US\$ 28.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Commonwealth Magazine • Japanese: Toyo Keizai • Korean: Segyesa • Simplified Chinese: Dook • Thai: Amarin



Talent expert Marc Efron reveals eight key areas where everyone can improve, and he provides practical steps to help readers focus and produce tangible results. Research-based and practical, this short, powerful book reveals what really works for improving performance.

“Scientifically proven workplace performance enhancers [that] make a difference to performance in the office and not just a lab.” —mrporter.com

**17,000 copies sold**

**AUGUST 2018**

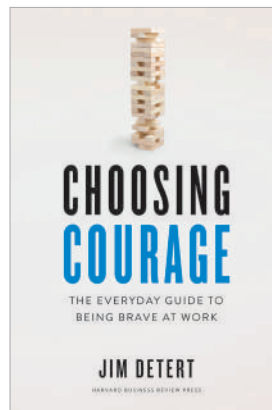
### 8 Steps to High Performance

Focus on What You Can Change (Ignore the Rest)

**MARC EFFRON**

9781633693975 • Hardcover  
240 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: Star • Czech: Euromedia • Polish: ICAN • Portuguese (Brazil): Saraiva • Russian: Eksmo • Simplified Chinese: Beijing Mediatime • Spanish: Taller del Exito • Thai: SE Education • Vietnamese: 1980 Books



Have you ever wanted to disagree with your boss? Speak up about your company’s lack of diversity? We all have these opportunities, but we often fail to act. Jim Detert, the world’s foremost expert on workplace courage, gives readers a fresh perspective on the power of voicing authentic ideas and opinions. Whether you’re looking to make a mark, stay true to your values, or simply grow as a professional, this is the guide you need to make a greater impact at work.

**9,000 copies sold**

**MAY 2021**

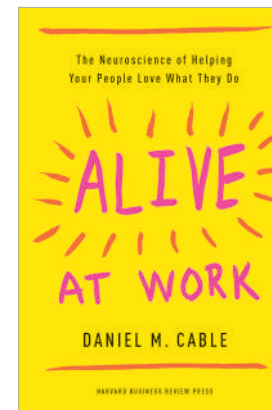
### Choosing Courage

The Everyday Guide to Being Brave at Work

**JIM DETERT**

9781647820084 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Portuguese (Brazil): Saraiva



With surveys showing an alarming amount of disengagement at work, Dan Cable says, organizations need to stop suppressing the part of our brain that craves experimentation and exploration. With small nudges, managers can make meaningful impacts on the lives of their employees and restore their zest for work.

“If you care about improving the quality of life at work, you’ll enjoy this lively book.” —Adam Grant

**42,000 copies sold**

**MARCH 2018**

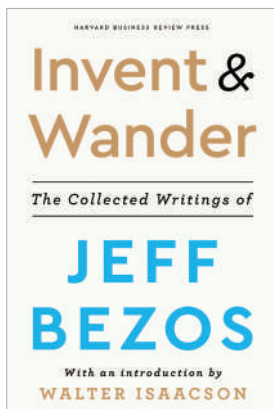
### Alive at Work

The Neuroscience of Helping Your People Love What They Do

**DANIEL M. CABLE**

9781633694255 • Hardcover  
224 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Majarra • Japanese: Nikkei BP • Korean: Galmaenamu • Simplified Chinese: CITIC • Thai: SE Education



In this collection of Jeff Bezos's writings, you'll gain an insider's view of the why and how of his success. *Invent & Wander* offers readers a master class in business values, strategy, and execution. Everyone from CEOs to entrepreneurs to the millions of people who use Amazon's products and services will come to understand the principles that have driven the success of one of the most important innovators of our time.

**98,000 copies sold**

**NOVEMBER 2020**

### **Invent & Wander**

The Collected Writings of Jeff Bezos

**CONTRIBUTIONS BY JEFF BEZOS,  
INTRODUCTION BY WALTER ISAACSON**

9781647820718 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 28.00

**RIGHTS SOLD** Albanian: Pema • Arabic: Majarra • Bulgarian: BARD • Complex Chinese: CommonWealth Magazine • Czech: Euromedia • German: Redline • Greek: Psichogios • Hebrew: Matar • Hungarian: Jaffa • Italian: Sperling • Japanese: Diamond • Korean: Wisdom House • Macedonian: Ars Lamina • Polish: MT Biznes • Portuguese (Brazil): Alta • Portuguese (Portugal): Planeta • Romanian: Litera • Russian: Eksmo • Serbian: Laguna • Simplified Chinese: Xiron • Spanish: Editorial Planeta • Swedish: Mondial • Thai: Nation • Turkish: Pegasus • Ukrainian: Nash Format • Vietnamese: Ecoblader



In this candid and straight-talking book, Paul Polman, the ex-Unilever CEO who increased shareholder returns and ensured the company ranked number one for sustainability, and Andrew Winston, one of the world's most authoritative voices on corporate sustainability, reveal how businesses can thrive by being *net positive*—giving more back to the world than they take.

"An advocate of sustainable capitalism explains how it's done." —*The Economist*

**81,000 copies sold**

**OCTOBER 2021**

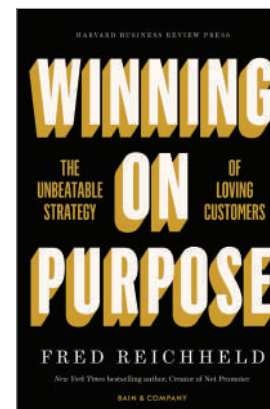
### **Net Positive**

How Courageous Companies Thrive by Giving More Than They Take

**PAUL POLMAN, ANDREW WINSTON**

9781647821302 • Hardcover  
352 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: CommonWealth Magazine • Dutch: Prometheus • French: Pearson • Hungarian: Pallas Athene • Italian: Hoepli • Japanese: Nikkei BP • Korean: Hyundae-Jisung • Portuguese (Brazil): Sextante • Portuguese (Portugal): Actual • Russian: Eksmo • Spanish: Profit • Turkish: Scala



Fred Reichheld's Net Promoter System (NPS) has spread far and wide and has been adopted by a range of companies, from industrial giants to digital innovators. Now Reichheld raises the bar and argues that the primary purpose of a business should be to enrich the lives of its customers. But winning on purpose isn't easy. Reichheld unveils the earned growth rate, the first reliable measure of what he calls *good profits*. *Winning on Purpose* is your indispensable guide to making NPS the key to your own company's success.

**44,000 copies sold**

**DECEMBER 2021**

### **Winning on Purpose**

The Unbeatable Strategy of Loving Customers

**FRED REICHHELD**

9781647821784 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • French: Pearson • Japanese: President • Korean: Contents Lab • Portuguese (Brazil): Saraiva • Russian: Mann



Number one *New York Times* bestselling author Keith Ferrazzi and his coauthors offer a vision of the organization of the future—digital, distributed, inclusive, resilient, empathetic. Based on global research involving thousands of executives, innovators, and changemakers, *Competing in the New World of Work* is your inspiration and your road map to embracing new realities, motivating talent, and winning bold frontiers.

A *Wall Street Journal* Bestseller

**27,000 copies sold**

**FEBRUARY 2022**

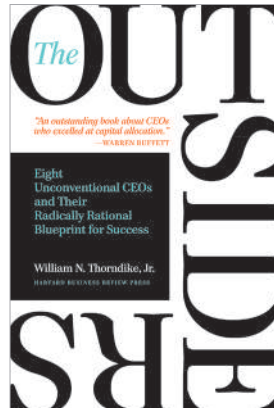
### Competing in the New World of Work

How Radical Adaptability Separates the Best from the Rest

**KEITH FERRAZZI, KIAN GOHAR, NOEL WEYRICH**

9781647821951 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** French: Pearson • Portuguese (World): Actual • Russian: Mann • Turkish: Kapital Meyda • Ukrainian: Laboratory • Vietnamese: Tre



Learn the traits and methods of eight individualistic and low-profile CEOs whose firms' average returns outperformed the S&P 500 by a factor of twenty. The book reveals a compelling alternative model for anyone interested in leading a company or investing in one—and reaping extraordinary returns.

"An outstanding book." —Warren Buffett

**245,000 copies sold**  
**15,000 sold in the past year**

**OCTOBER 2012**

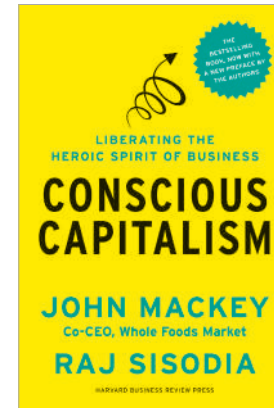
### The Outsiders

Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

**WILLIAM N. THORNDIKE, JR.**

9781422162675 • Hardcover  
240 pages • 5 1/2" x 8 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Majarra • Bulgarian: Together Academy • Complex Chinese: Gusa • French: Valor • German: Rentrop • Japanese: Pan Rolling • Korean: Mindbuilding • Polish: Helion • Portuguese: Ediouro • Russian: Eksmo • Simplified Chinese: Cheers • Spanish: Valor • Thai: Earnest • Turkish: Pegasus • Vietnamese: Thaiha



In this *Wall Street Journal* bestseller, Whole Foods Market's John Mackey and professor Raj Sisodia argue for the inherent good of both business and capitalism. Featuring some of today's best-known companies, this book illustrates how these two forces can—and do—work powerfully to create value for all stakeholders.

**192,000 copies sold**  
**6,000 sold in the past year**

**JANUARY 2013**

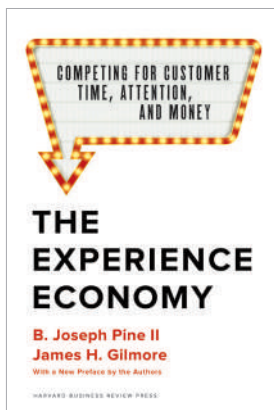
### Conscious Capitalism

Liberating the Heroic Spirit of Business

**JOHN MACKEY, RAJ SISODIA**

9781422144206 • Hardcover and Paperback  
288 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Complex Chinese: Commonwealth • French: Ariane • Hebrew: Conscious Capitalism Israel • Indonesian: Kepustakaan Populer Gramedia • Italian: MGMT • Japanese: Shoeisha • Korean: Next Wave • Polish: MT Biznes • Portuguese (Brazil): Alta • Romanian: D'Imago • Russian: Mann • Simplified Chinese: Cheers • Spanish: Urano • Turkish: Moda Offset • Vietnamese: Nha Nam



With a brand-new preface, the authors make an even stronger case for experiences as the critical link between a company and its potential audience. They take the original idea that experiences and transformations are the basis for future business growth and prosperity and broaden its application to the demands of today's increasingly distractible, time-starved world.

**241,000 copies sold (all editions)**

**7,000 sold in the past year**

#### DECEMBER 2019

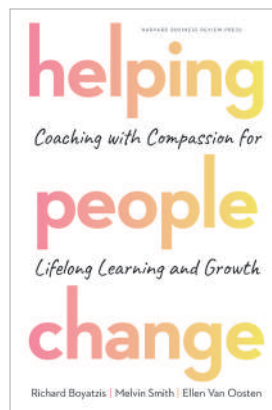
**The Experience Economy** (*Updated with a New Preface*)

Competing for Customer Time, Attention, and Money

**B. JOSEPH PINE II, JAMES H. GILMORE**

9781633697973 • Hardcover  
368 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Complex Chinese: EcoTrend • Dutch: Boom • Italian: Etas • Japanese: Diamond • Korean: UX Review • Romanian: Publica • Russian: Alpina • Simplified Chinese: Huazhang • Turkish: Optimist • Ukrainian: Vivat • Vietnamese: Alpha



*Helping People Change* uses real-life stories and original research to show how “coaching with compassion” opens people up to thinking creatively, helps them learn and grow in meaningful ways, and motivates them to sustain that growth.

“Full of stories illustrating how asking the right questions can enable people to achieve their dreams.”  
—*Financial Times*

**30,000 copies sold**

#### SEPTEMBER 2019

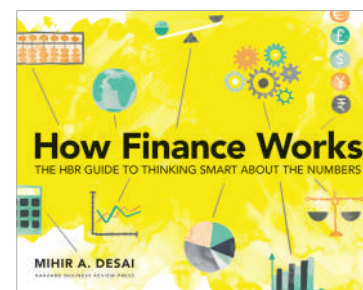
**Helping People Change**

Coaching with Compassion for Lifelong Learning and Growth

**RICHARD BOYATZIS, MELVIN SMITH,  
ELLEN VAN OOSTEN**

9781633696563 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Complex Chinese: EcoTrend • Farsi: Atlas Peydayesh • Italian: Unicomunicazione • Japanese: Eiji • Lithuanian: Flintas • Portuguese (Brazil): Alta • Russian: Byblos • Simplified Chinese: Huazhang • Spanish: Reverte • Turkish: Albaraka Kultur



Mihir Desai—Harvard Business School professor and cohost of the podcast *After Hours*—guides readers through the complex but endlessly fascinating world of finance. With entertaining case studies, interactive exercises, and a conversational style, he tackles a broad range of topics that will help you start thinking more deeply about the numbers, whether you're a student, a manager, an aspiring chief financial officer, or an entrepreneur.

**71,000 copies sold**

#### MARCH 2019

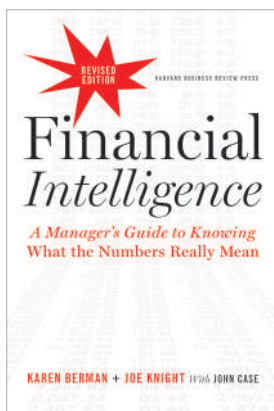
**How Finance Works**

The HBR Guide to Thinking Smart about the Numbers

**MIHIR A. DESAI**

9781633696709 • Paperback  
288 pages • 9 1/2" x 7 1/5" • US\$ 35.00

**RIGHTS SOLD** Arabic: Majarra • Azerbaijani: Hamerg Tercume • Complex Chinese: Business Weekly • Japanese: Diamond • Korean: Gilbut • Portuguese (Brazil): Alta • Russian: Eksmo • Simplified Chinese: CITIC • Thai: Bookscape • Turkish: Optimist • Vietnamese: Langmaster



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. The updated edition brings the numbers up to date and includes questions about the financial crisis and broader financial and accounting literacy.

**277,000 copies sold**

**18,000 sold in the past year**

#### JANUARY 2006 & FEBRUARY 2013

##### **Financial Intelligence**

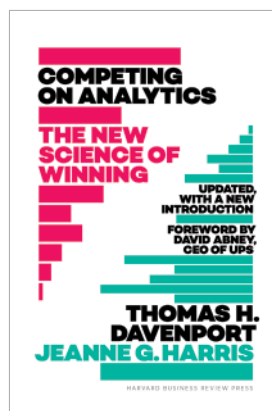
A Manager's Guide to Knowing What the Numbers Really Mean

**KAREN BERMAN, JOE KNIGHT, JOHN CASE**

9781422144114 • Hardcover

302 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Arabic: Jarir • Azerbaijani: TEAS • Complex Chinese: CommonWealth Magazine • Czech: Computer Press • French: Eyrolles • Greek: Kritiki • Korean: Ire • Mongolian: Suun Suvd • Polish: Helion • Portuguese (Brazil): Alta • Portuguese (Portugal): Planeta • Romanian: Curtea Veche • Simplified Chinese: Huazhang • Spanish: Sirio • Thai: Expernet • Vietnamese: Alpha



Thomas H. Davenport and Jeanne G. Harris explain how analytics is transforming the basis of competition. They show how organizations as diverse as Procter & Gamble, Capital One, CEMEX, and the Boston Red Sox are using analytics to identify the most profitable customers, accelerate product innovation, optimize supply chains, and leverage the drivers of financial performance.

**180,000 copies sold (both editions)**

#### MARCH 2007 & SEPTEMBER 2017

##### **Competing on Analytics**

(Updated, with a New Introduction)

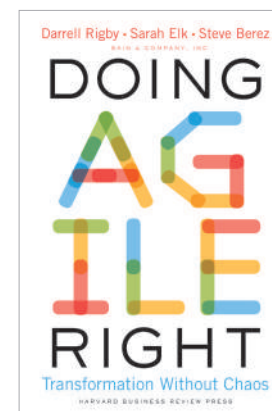
The New Science of Winning

**THOMAS H. DAVENPORT, JEANNE G. HARRIS**

9781633693722 • Hardcover

320 pages • 6 1/8" x 9 1/4" • US\$ 35.00

**RIGHTS SOLD** Indonesian: Elex Media • Italian: Franco Angeli • Portuguese (Brazil): Alta • Simplified Chinese: Posts and Telecom • Turkish: Medyasoft • Vietnamese: Langmaster



*Doing Agile Right* dispels the myths and misconceptions that have accompanied agile's growth. The book breaks down how agile really works and explains the crucial importance of scaling agile properly in order to get its full benefits. *Doing Agile Right* is the must-have guide for any company trying to make the transition—and for those already there, it shows a way to avoid or recover from its potential pitfalls.

"Very much needed. The fight against bureaucracy must go on." —*Forbes*

**42,000 copies sold**

#### MAY 2020

##### **Doing Agile Right**

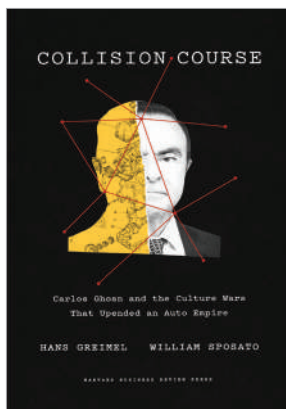
Transformation Without Chaos

**DARRELL RIGBY, SARAH ELK, STEVE BEREZ**

9781633698703 • Hardcover

256 pages • 6 1/8" x 9 1/4" • US\$ 32.00

**RIGHTS SOLD** Complex Chinese: EcoTrend • Hungarian: HVG • Italian: Egea • Japanese: Toyo Keizai • Korean: RH Korea • Portuguese (Brazil): Saraiva • Russian: Eksmo • Serbian: Finesa • Turkish: The Kitap



Expertly written by two Tokyo-based journalists, *Collision Course* chronicles Carlos Ghosn's two decades of building the Renault-Nissan Alliance; explores the complex story of his arrest and escape; and explains how economics, history, national interests, legal traditions, and hubris converged on probably the most important foreign businessman ever to set foot in Japan.

"An authoritative exposé." —*Financial Times*

**7,000 copies sold**

**JUNE 2021**

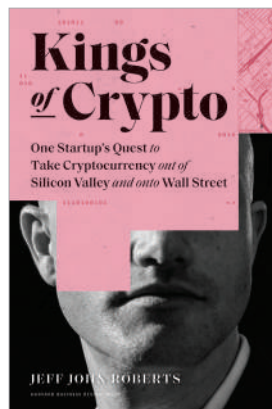
### **Collision Course**

Carlos Ghosn and the Culture Wars That Upended an Auto Empire

**HANS GREIMEL, WILLIAM SPOSATO**

9781647820473 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Complex Chinese: The Walk • Italian: Thedotcompany • Spanish: Reverte • Vietnamese: Alpha



Journalist Jeff John Roberts drops us into the world of cryptocurrency as we follow Silicon Valley entrepreneur Brian Armstrong and his company, Coinbase, as they try to make Bitcoin mainstream and disrupt the world of high finance. Clear explanations of crypto technology are woven into a story full of hacking, shady investors, and government investigations.

"A page-turning account." —*Publishers Weekly*

**13,000 copies sold**

**DECEMBER 2020**

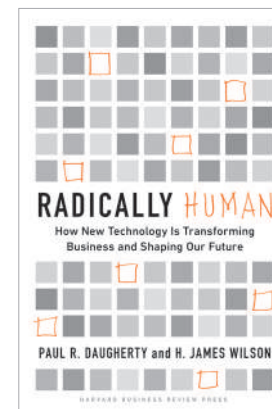
### **Kings of Crypto**

One Startup's Quest to Take Cryptocurrency Out of Silicon Valley and onto Wall Street

**JEFF JOHN ROBERTS**

9781647820183 • Hardcover  
256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Complex Chinese: The Walk • German: Börsenmedien • Greek: Kastaniotis Editions • Simplified Chinese: CITIC • Spanish: Urano



Building on their groundbreaking book *Human + Machine*, the authors show how artificial intelligence is becoming less artificial and more intelligent and how innovators are using human expertise to create and build human-centered, cloud-first information technology able to continuously adapt to a world of billions of connected devices. With compelling insights and fresh examples from a variety of industries, *Radically Human* will forever change everything you thought you knew about innovation and strategy.

**12,000 copies sold**

**APRIL 2022**

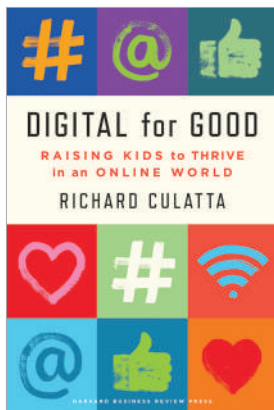
### **Radically Human**

How New Technology Is Transforming Business and Shaping Our Future

**PAUL R. DAUGHERTY, H. JAMES WILSON**

9781647821081 • Hardcover  
304 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Italian: Franco Angeli • Japanese: Toyo Keizai • Portuguese (Brazil): Alta • Russian: Mann • Simplified Chinese: Beijing Jie Teng



Education technology expert Richard Culatta says our understandable focus on telling children what not to do with technology doesn't help kids take advantage of the good that technology can bring to their lives. In *Digital for Good*, he offers a refreshingly positive view and outlines the qualities every young person should develop. Parents and children alike will discover the path to becoming effective digital citizens, all while making our online world a better place.

**10,000 copies sold**

**JULY 2021**

### **Digital for Good**

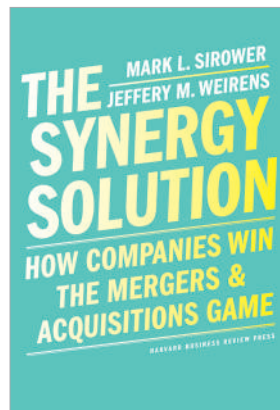
Raising Kids to Thrive in an Online World

**RICHARD CULATTA**

9781647820169 • Hardcover

256 pages • 6 1/8" x 9 1/4" • US\$ 28.00

**RIGHTS SOLD** Arabic: Majarra • Greek: Metaihmio • Romanian: Polirom • Simplified Chinese: CTPH • Ukrainian: Yakaboo • Vietnamese: Alpha



In this essential guide, Deloitte's Mark Sirower and Jeff Weirens show how to avoid mergers and acquisitions (M&A) pitfalls and create real, long-term shareholder value. It includes details on every stage of the process, from developing an M&A strategy, planning for a successful announcement day, and focusing on what happens after the deal to realizing the promised synergies and sustaining long-term shareholder value.

**31,000 copies sold**

**MARCH 2022**

### **The Synergy Solution**

How Companies Win the Mergers and Acquisitions Game

**MARK L. SIROWER, JEFFERY M. WEIRENS**

9781647820428 • Hardcover

416 pages • 6 1/8" x 9 1/4" • US\$ 35.00

**RIGHTS SOLD** French: Pearson • Japanese: Chuo • Korean: Jinsung • Portuguese (Brazil): Alta • Simplified Chinese: CTPH • Vietnamese: PACE



*Glass Half-Broken* explains why the gender gap persists and shows how we can overcome the organizational obstacles that push women out of the leadership pipeline along their entire career path. Based on the latest research, the book is an authoritative resource that managers and leaders at all levels can use.

"[The authors] offer solutions not only to cracking the glass ceiling that holds women hostage to unfair hiring practices, but also to shattering it altogether."  
—*Psychology Today*

**7,000 copies sold**

**APRIL 2021**

### **Glass Half-Broken**

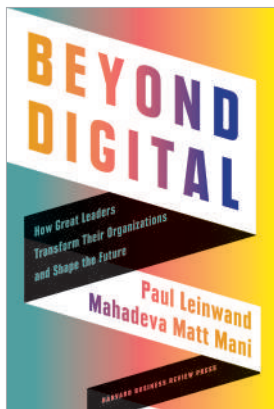
Shattering the Barriers That Still Hold Women Back at Work

**COLLEEN AMMERMAN, BORIS GROYSBERG**

9781633695931 • Hardcover

256 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Japanese: Eiji • Portuguese (Brazil): Manole • Russian: Apricot



Digital transformation is critical, but winning in today's world requires more than digitization. PwC's Paul Leinwand and Mahadeva Matt Mani take readers inside twelve companies that have navigated this monumental shift, including Philips's reinvention as a focused health technology player and Cleveland Clinic's expansion around the world. They share seven imperatives to help businesses plan and execute the transformations that are required for success in the digital age.

**16,000 copies sold**

**JANUARY 2022**

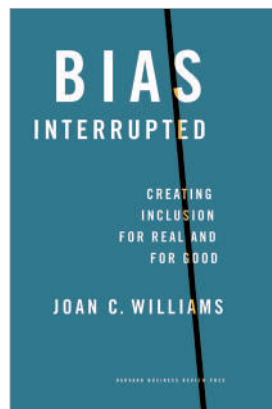
### **Beyond Digital**

How Great Leaders Transform Their Organizations and Shape the Future

**PAUL LEINWAND, MAHADEVA MATT MANI**

9781647822323 • Hardcover  
288 pages • 6 1/8" x 9 1/4" • US\$ 30.00

**RIGHTS SOLD** Japanese: Diamond • Korean: Maekyung •  
Simplified Chinese: Cheers • Vietnamese: PACE



Joan Williams explains how leaders can use standard business tools—data, metrics, and persistence—to interrupt the bias that controls access to career-enhancing opportunities. She presents fresh evidence that interrupting bias helps every group—including White men. *Bias Interrupted* delivers real, practical value in an efficient and accessible manner to an audience that has never needed it more. It's possible to interrupt bias. Here's where you start.

**6,000 copies sold**

**NOVEMBER 2021**

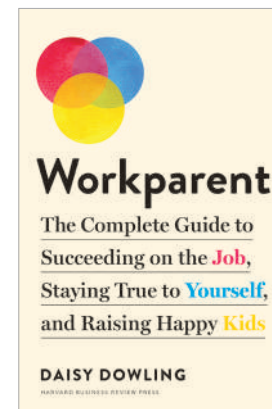
### **Bias Interrupted**

Creating Inclusion for Real and for Good

**JOAN C. WILLIAMS**

9781647822729 • Hardcover  
288 pages • 5 1/2" x 8 1/4" • US\$ 28.00

**RIGHTS SOLD** Danish: Djøf



Whether you're planning a family, are pushing for a promotion during your kids' teenage years, or are at any phase in between, *Workparent* provides all the advice and assurance parents need to combine children and career in their own authentic way. The book is an all-in-one guide that coaches parents on how to do well at work, be the loving and engaged parents they want to be, and remain true to themselves.

**9,000 copies sold**

**MAY 2021**

### **Workparent**

The Complete Guide to Succeeding on the Job, Staying True to Yourself, and Raising Happy Kids

**DAISY DOWLING**

9781633698390 • Hardcover  
576 pages • 6 1/8" x 9 1/4" • US\$ 25.00

**RIGHTS SOLD** Simplified Chinese: Beijing Guangchen Culture •  
Vietnamese: Alpha

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