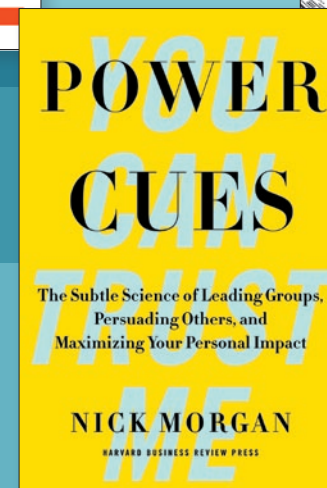
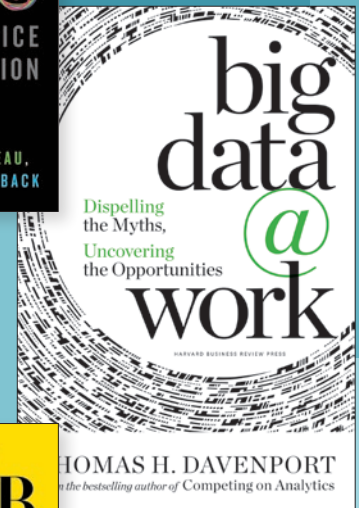
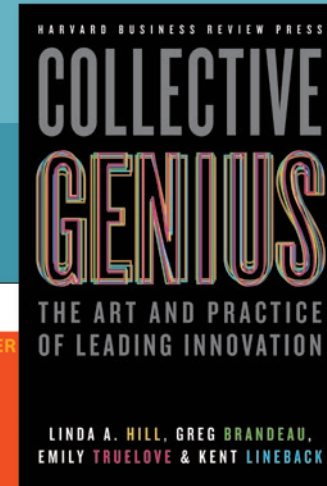
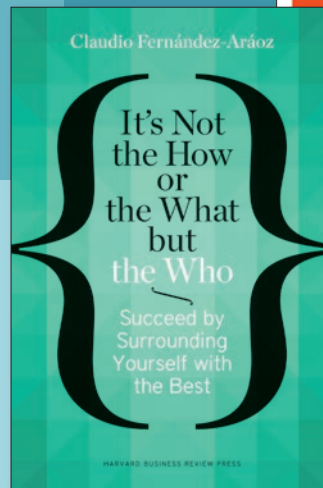




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The global reach of *Harvard Business Review* extends the audience for Harvard Business Review Press books—a position unique to most book publishers. Here is a snapshot of the subscribers and fans we reach on a regular basis. They follow our content... and they buy our books!

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[ AS OF JUNE 2013 ]

- 275,000 global edition circulation
- Global English-language edition is distributed in 50+ countries
- Plus 12 translated editions worldwide (Chinese, Taiwanese, Japanese, Russian, French, German, Italian, Polish, Portuguese, Hebrew, and Turkish)
- Over 1 million app downloads

## HBR.ORG

- 3.4 million unique visitors each month to HBR.org, 32% of whom reside outside of the U.S.
- Fourteen newsletters with an average reach of 100,000 subscribers

## SOCIAL MEDIA

[ AS OF JULY 2013 ]

More than 2 million fans and followers across Twitter, Facebook, LinkedIn, and Google+, which represents a 56% year-over-year growth across all social media platforms.

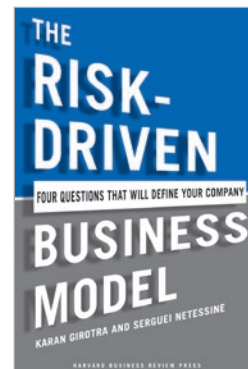
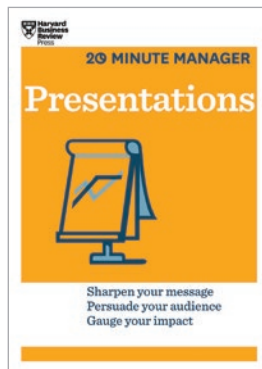
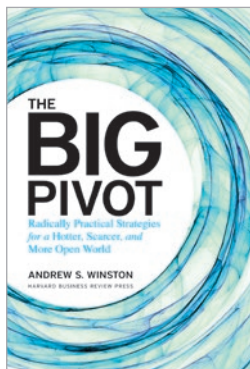
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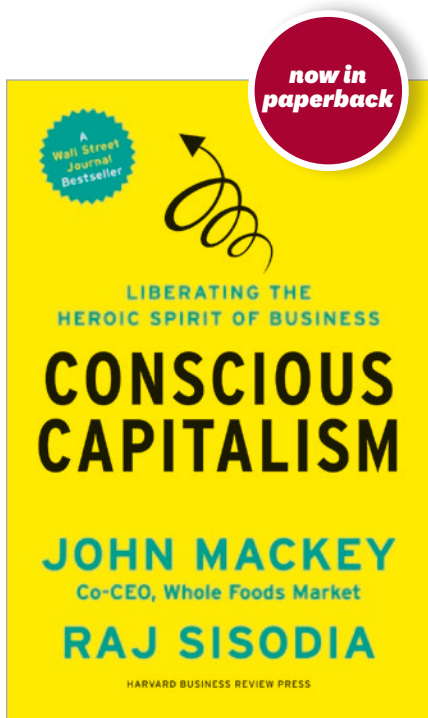
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## Conscious Capitalism, with a New Preface by the Authors

Liberating the Heroic Spirit of Business

**JOHN MACKEY AND RAJ SISODIA**

A *Wall Street Journal* bestseller, *Conscious Capitalism*—now in trade paperback—offers a new blueprint for business, showing how some of today’s most successful companies create business value while helping to preserve the inherent good of capitalism and society. Well-received by readers and media, *Conscious Capitalism* has become a global movement that promises to inspire change in the way our biggest brands work in the modern world.

“*Conscious Capitalism* is full of thoughtful insights and original observations that could help organizations from start-ups to multinationals become better at creating financial and social wealth for all their stakeholders... I recommend it to entrepreneurs and investors everywhere. I strongly suspect it will be one of the outstanding business books of the year.” —*Financial Times*

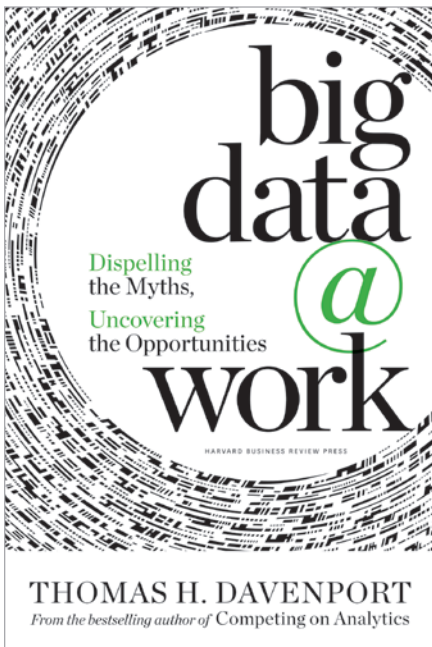
“Even if you don’t agree with all or most of Mackey and Sisodia’s arguments, their vision—essentially, start-ups for grownups—seems viscerally compelling and describes the sort of enterprise that I suspect most would love to join.” —*Forbes.com*

Authors John Mackey (cofounder of Whole Foods Market) and Raj Sisodia (cofounder of Conscious Capitalism, Inc.) open the curtain on Conscious Capitalism companies—including Whole Foods Market, Southwest Airlines, Costco, Google, Patagonia, The Container Store, UPS, and dozens of others—to show how they create value that’s aimed not just at the bottom line, but at all stakeholders involved in the business. From customers, employees, and suppliers to investors, society, and the environment, these companies are building a path that maps back to the positive, original goals of capitalism.

**John Mackey** is co-CEO and cofounder of Whole Foods Market and cofounder of the nonprofit Conscious Capitalism, Inc. He has devoted his life to selling natural and organic foods and to building a better business model. [AUSTIN, TX] **Dr. Rajendra (Raj) Sisodia** is cofounder and trustee of Conscious Capitalism, Inc. and professor of global business at Babson College. He has authored seven books, including *Firms of Endearment*. [LEXINGTON, MA]

**POINTS OF INTEREST**

- › A *Wall Street Journal* bestseller
- › Media reviews for the hardcover edition included all major media, including NPR, “CBS This Morning,” ABC’s “Nightline,” *Publishers Weekly*, Fox News, the *Wall Street Journal*, *Financial Times*, CNBC, Huffington Post, MSNBC’s “Morning Joe,” the *New York Times Magazine*, and many more
- › Whole Foods Market cofounder John Mackey is a highly visible author who continues to drive attention to the book, both through personal appearances and through the Whole Foods channel



## Big Data at Work

Dispelling the Myths, Uncovering the Opportunities

**THOMAS H. DAVENPORT**

From the author of the bestselling *Competing on Analytics*: How to make big data work for your company.

We know companies are awash in data; and we know mining and using this data in the right way can turn a mediocre company into a winning one. So how, as a leader, do you make that happen?

In *Big Data at Work*, Tom Davenport gives managers a concise, nontechnical overview of big data and explains how to exploit the new opportunities it creates. Cutting through the hype to surface only the information leaders need in order to apply this critical information to their own businesses, Davenport provides a much-needed guide through the data stream.

From managing costs and building processes to improving decisions and making an impact, *Big Data at Work* is the right book for the right time—helping you seize the opportunities that big data presents while helping you think through how to manage that data for the long term.

### POINTS OF INTEREST

- › Davenport's previous books *Competing on Analytics* and *Analytics at Work* have sold more than 125,000 and 41,000 copies respectively
- › What *Competing on Analytics* did for analytics, this book will do for big data
- › Davenport, the foremost thought leader of business analytics, explains what big data really means for managers and how to capitalize on the business opportunities it creates

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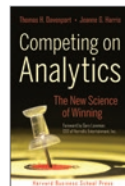
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**Thomas H. Davenport** is the President's Distinguished Professor of Information Technology and Management at Babson College and a research fellow at the MIT Center for Digital Business. He is also a senior advisor to Deloitte Analytics and the cofounder and research director of the International Institute for Analytics. Davenport is the coauthor of the bestselling *Competing on Analytics*.

[CAMBRIDGE, MA]

### ALSO BY **THOMAS H. DAVENPORT**

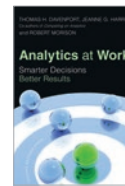


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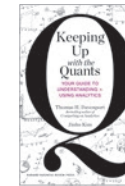


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# Accelerate

Building Strategic Agility to Lead Through Constant Change

**JOHN P. KOTTER**

From bestselling author John P. Kotter (*Leading Change, A Sense of Urgency*), this new work offers a detailed explanation of his award-winning idea on a new “dual operating system” that allows organizations to move at the pace of change while providing the necessary structures to help it run successfully.

Torn between staying ahead of the competition, constantly innovating, and still delivering this year’s results, today’s leaders need help in the face of competing demands. In this important new book, which expands on Kotter’s McKinsey Award-winning article in *Harvard Business Review* (November 2012), Kotter describes this “dual operating system”—network and hierarchy—including how it works and how to build it. The idea stems from the author’s experience in the field helping numerous organizations build dual operating systems in recent years.

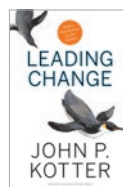
Accelerate will help organizations keep up with an ever-more-turbulent world, responding to threats and capturing opportunities for true strategic agility.

**POINTS OF INTEREST**

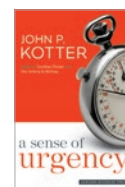
- > Based on the popular *Harvard Business Review* article “Accelerate!”
- > Kotter is the globally recognized leader on change management, and is Harvard Business Review Press’s bestselling author
- > His classic *Leading Change* has sold more than 897,000 copies worldwide; *A Sense of Urgency* has sold 195,000 combined all formats

**John P. Kotter** is the Konosuke Matsushita Professor of Leadership, Emeritus, at Harvard Business School. Widely regarded as the authority on leadership and change, Kotter is a *New York Times* bestselling author, award-winning business and management thought leader, business entrepreneur, and inspirational speaker. Kotter has authored 18 books to date, with 12 of them becoming bestsellers. His books have reached millions of readers globally and have been translated into more than 30 languages. [CAMBRIDGE, MA]

ALSO BY **JOHN P. KOTTER**



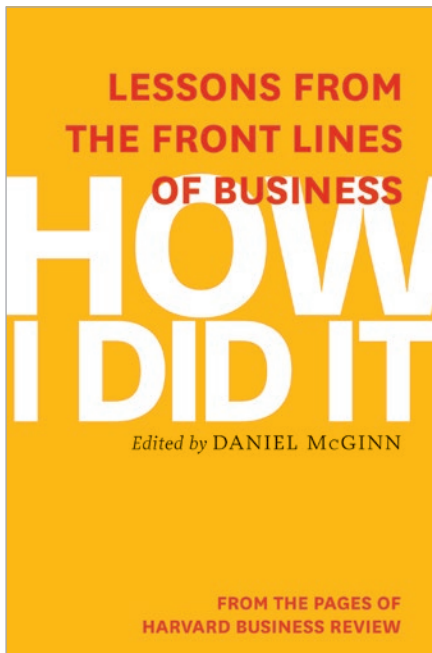
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## How I Did It

Lessons from the Front Lines of Business

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The world's top CEOs tell how they overcame big challenges—so you can, too.

From the pages of *Harvard Business Review*, *How I Did It* brings to life the real challenges faced in some of today's best-known companies—straight from the CEOs who successfully met and overcame them.

Practical and eminently usable, this collection of first-person narratives by renowned CEOs—including GE's Jeff Immelt, Xerox's Anne Mulcahy, Prada's Patrizio Bertelli, Google's Eric Schmidt, and others—tells how each overcame a management or organizational challenge that had their company stumped. From handling a difficult succession, creating lean growth, and innovating business models to issues involving customers, employees, and partners, these stories illustrate how successful leaders manage complex issues while working in the trenches.

If you're a manager, in any country, looking for guidance, inspiration, and a good read, *Harvard Business Review's How I Did It* will help you make better decisions in the face of big problems in your own workplace.

**POINTS OF INTEREST**

- > In the spirit of *Management Tips*, *Stats*, and HBR branded lines—this is *Harvard Business Review* branded content in book form
- > Real life stories from top executives at the world's best companies, pulled from the pages of *Harvard Business Review's* regular "How I Did It" section
- > Sample list of companies whose CEOs were interviewed: Google, GE, Prada, and Office Depot

*Harvard Business Review* is the leading destination for smart management thinking. Through its flagship magazine, 12 international licensed editions, books from Harvard Business Review Press, and digital content and tools published on HBR.org, *Harvard Business Review* provides professionals around the world with rigorous insights and best practices to lead themselves and their organizations more effectively and to make a positive impact.

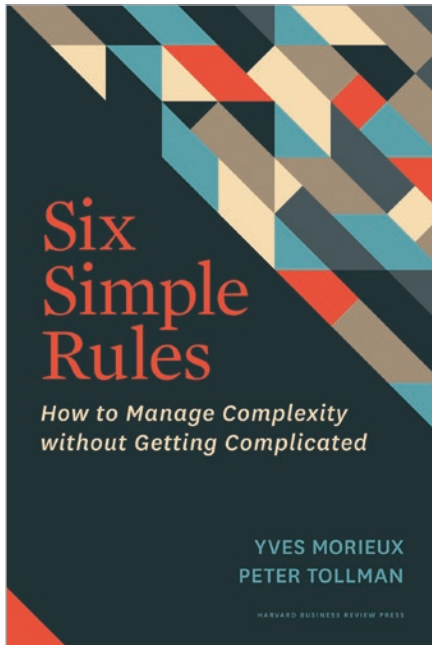
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## Six Simple Rules

How to Manage Complexity without Getting Complicated

**YVES MORIEUX AND PETER TOLLMAN**

**Cut the complexity—and let people work.**

From two leading thinkers at the Boston Consulting Group, this book offers six smart and simple rules for making any organization less complicated.

The findings from two BCG indexes that rate business complexity and layers of management and hierarchy inside firms send a clear message: complicatedness is killing the modern company by making it harder than ever for people to do their jobs. Yves Morieux and Peter Tollman say the only effective response to ever-increasing complexity is to stop trying to manage it. Instead, say the authors, let people work together and use their own intelligence to meet the challenges they face.

Based on principles from organizational sociology, along with insights collected over two decades applying these principles in companies all over the world, this book presents six proven methods—six smart rules—for mobilizing people without giving them more processes, structures or hierarchies. Organizations that follow the rules will see a direct impact on performance and results.

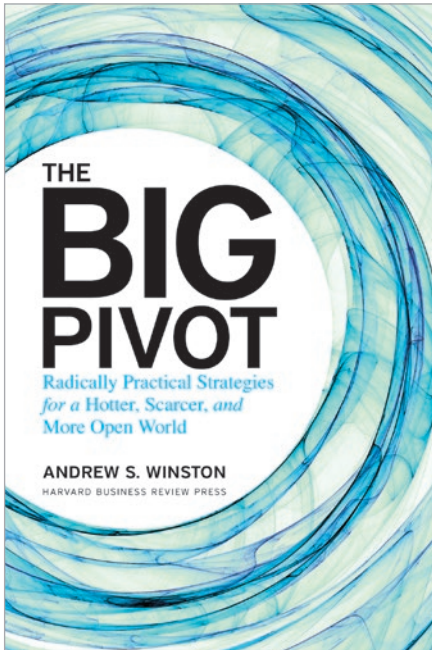
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**Yves Morieux** is a senior partner and managing director at the Boston Consulting Group. An expert in corporate transformation, he leads the firm's development of approaches to help organizations create the structural and behavioral groundwork for competitive advantage. He is a BCG Fellow and director of the BCG Institute for Organization in the global people & organization practice area. [WASHINGTON, DC]

**Peter Tollman** is a senior partner and managing director in BCG's Boston office. [BOSTON, MA]

**POINTS OF INTEREST**

- > BCG authors Yves Morieux and Peter Tollman show that the only effective response to complexity is to stop trying to manage it—instead let people work together to meet the challenges
- > BCG has offices worldwide and will support book globally
- > Aimed at leaders and managers who feel overwhelmed by the amount of complexity they deal with



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## The Big Pivot

Radically Practical Strategies for a Hotter, Scarcer, and More Open World

**ANDREW S. WINSTON**

**In a fundamentally changed world, your approach to strategy must also change.**

We live in an extreme world. Our natural resources are under unprecedented pressure as a billion more people enter the global middle class. Extreme weather, driven by climate change, is shattering records all over the planet.

Our mega-challenges threaten our ability to run an expanding global economy and profoundly change “business as usual.” But they also offer unique opportunities: multi-trillion-dollar markets are in play and the winners of this new game will profit mightily. According to Andrew Winston, bestselling author, the way companies currently operate will not allow them to keep up with the current (and future) rate of change.

In his new book, *The Big Pivot*, Winston provides a blueprint for companies whose leaders are ready to change their views on strategy, to help them both act and win in this new reality. With concrete strategies and tactics—and new stories from companies like Unilever, Nike, Ford, Walmart, and others—*The Big Pivot* will help managers everywhere create a more prosperous business, economy, and world.

**POINTS OF INTEREST**

- › Presents climate change as an opportunity that companies can leverage—how they should think about strategy in a post-Hurricane Sandy world of rapid climate change
- › Andrew Winston is the founder of Eco-Strategies and is coauthor of the bestseller *Green to Gold*
- › Companies in book include Ford, Unilever, Kimberley Clark, Puma, IBM, Nike, Walmart, Starbucks, GE and others

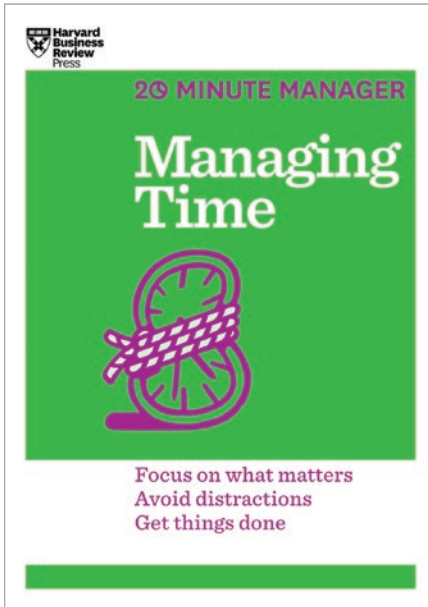
**Andrew S. Winston**, founder of Winston Eco-Strategies, advises some of the world’s leading companies and sits on sustainability advisory boards for Kimberly-Clark, Hewlett-Packard, and Unilever. He is the coauthor of the bestselling book *Green to Gold*. He speaks around the world on mega-forces and strategy and regularly appears in major media such as the *Wall Street Journal*, the *New York Times*, and CNBC. [OLD GREENWICH, CT]

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- › The newest branded paperback series from *Harvard Business Review*—and the next addition to our spinners
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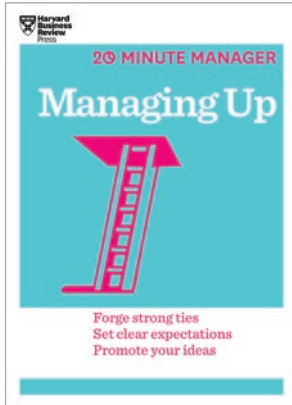
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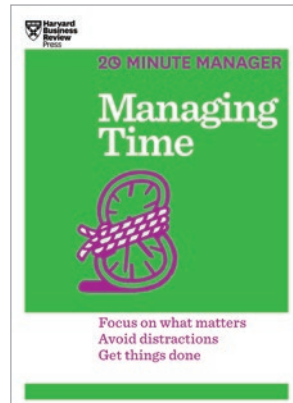
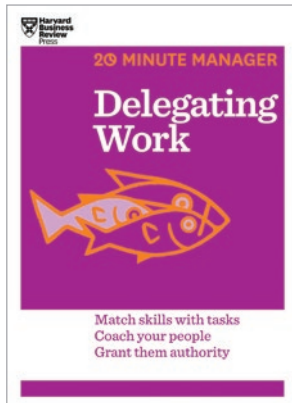
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# The First Mile

A Launch Manual for Getting Great Ideas into the Market

**SCOTT D. ANTHONY**

“The first mile”—that critical time when an idea moves from concept to paper to market, the real world, where it will fly or fail, and maybe take a company with it. It’s a perilous place, with hidden traps and seemingly never ending roadblocks that slow innovators in companies both big and small. This book is your guide through this risky terrain.

Written by Innosight’s Scott D. Anthony (*The Innovator’s Guide to Growth*, *The Little Black Book of Innovation*), *The First Mile* compiles and orders hard-won lessons for anyone given charge of an innovation initiative. Anthony details, step by step, the first mile’s biggest challenges and shows how to overcome each one using principles based in rigorous experimentation and testing.

Integrating his unique experiences advising global giants and incubating and investing in start-ups in Singapore, India, and the United States, Anthony shares a wide range of stories and data meant to turn this once-mysterious process into a better understood and more replicable one.

**POINTS OF INTEREST**

- > Our newest title from rising star (and Clayton Christensen disciple) Scott D. Anthony, now managing partner at global innovation consulting firm Innosight
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**Scott D. Anthony** is the managing partner of Innosight, a global management consulting and investment company that specializes in innovation. Based in the firm’s Singapore office, Anthony oversees its Asian operations and its global venture capital investing activities (Innosight Ventures). Anthony works with leading global companies to develop strategies and innovation capabilities for long-term, sustained growth. [NASSIM WOODS, SINGAPORE]

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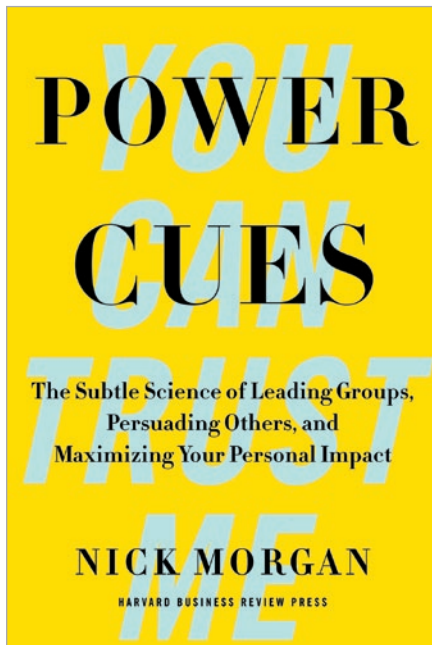
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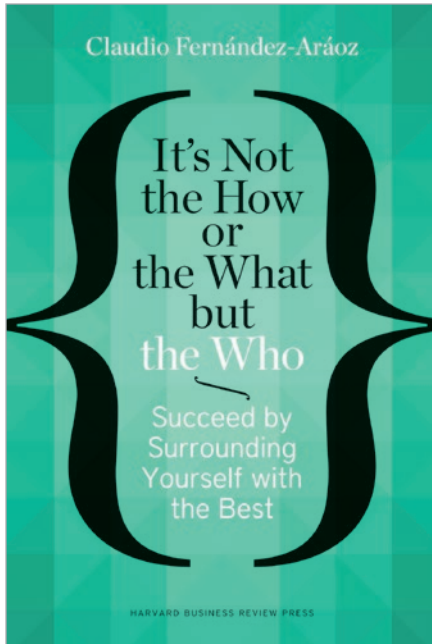
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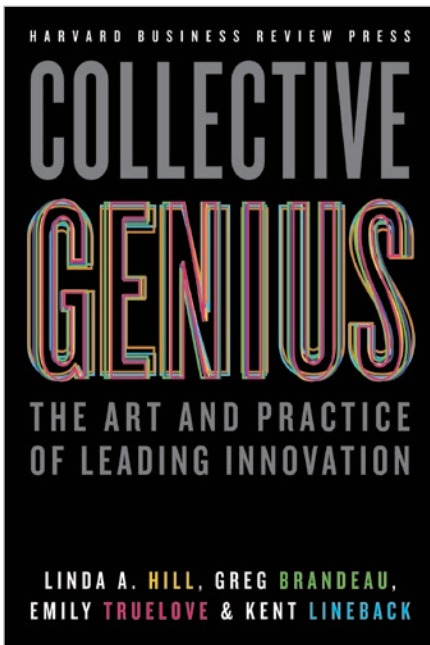
In a series of short, lively essays, Fernández-Arãoz addresses the challenges and explains how to overcome them. Based on research and stories from his career in global executive search and leadership development, each offers wisdom and practical advice about how to “get people right” in a more systematic way.

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**Claudio Fernández-Arãoz** is a global expert on hiring and promotion decisions and leadership development and a frequent speaker at business gatherings globally. His advice has been sought by the CEOs of several of the world's largest companies and many governments. He is a senior adviser at the leading executive search firm Egon Zehnder and a former member of its global executive committee. [BUENOS AIRES, ARGENTINA]

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- › Claudio Fernández-Arãoz is one of the top global experts on hiring and is listed by business media as one of the most influential search consultants globally
- › Formerly with leading executive search firm Egon Zehnder, the author is now a senior adviser there
- › This book includes practical and personal stories that will help managers make better decisions about the people with whom they surround themselves



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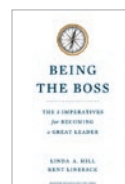
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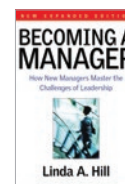
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**Linda A. Hill** is the Wallace Brett Donham Professor of Business Administration at Harvard Business School. [BROOKLINE, MA]  
**Greg Brandeau** was the long-time head of technology at Pixar and former chief technology officer for The Walt Disney Studios. [LOS ALTOS, CA] **Emily Truelove** is a researcher and PhD candidate at the Sloan School of Management at MIT. [PITTSBURG, PA]  
**Kent Lineback** has spent more than 25 years as a manager and executive in management development. [SANTA FE, NM]

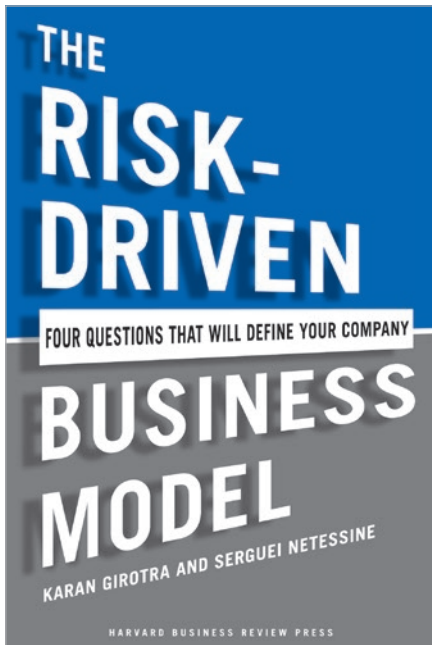
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**KARAN GIROTRA AND SERGUEI NETESSINE**

Innovation isn't always about new products or services. In fact, many new ideas are realized—and then brought to market—thanks to a disruptive business model that challenges the conventional operating logic of an industry.

In *The Risk-Driven Business Model*, Karan Girotra and Serguei Netessine introduce a toolkit to help innovators better conceive the disruptive business models that create wealth and revolutionize industries. They outline how to transform a company by revisiting the assumptions around the firm's key decisions.

Business model innovation, the authors say, essentially is about **what** key decisions get made in a business, **when** they get made, **who** makes them, and **why** those individuals make the decisions they do. So by changing a company's approach to these choices, you can fundamentally alter the risks involved and invent new, superior business models.

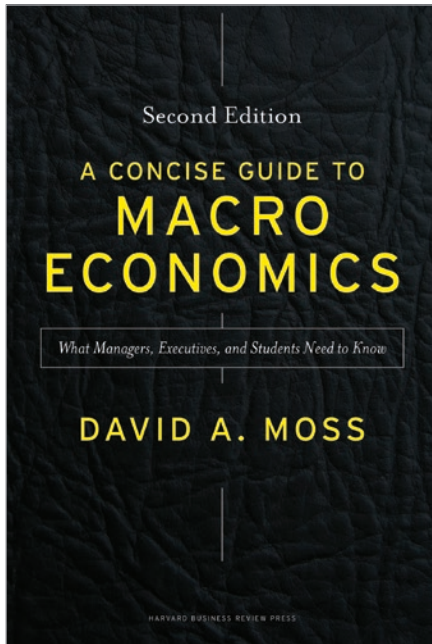
With numerous examples of well-known companies in many different countries that are using the framework, this book serves as a toolkit for anyone—from entrepreneurs to executives—involved in the dynamic decisions that move industries forward.

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**Karan Girotra** is a professor of technology and operations management at INSEAD. His research has appeared in top academic journals and has been featured by the *Financial Times*, *BusinessWeek*, the *Sloan Management Review*, and *Harvard Business Review*. [PARIS, FRANCE] **Serguei Netessine** is the Timken Chaired Professor of Global Technology and Innovation at INSEAD and the research director of the INSEAD-Wharton Alliance. His research has received extensive media coverage in *CIO Magazine*, the *Economist*, *Forbes*, and the *New York Times*. [SINGAPORE]

**POINTS OF INTEREST**

- > Need to make a radical change in your org? These authors say change the **what, when, who, and why** of key decisions
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**David A. Moss** is the John G. McLean Professor at Harvard Business School, where he teaches in the Business, Government, and the International Economy (BGIE) unit. He earned his BA from Cornell University and his PhD from Yale. Professor Moss is the founder of the Tobin Project, a nonprofit research organization, and a member of the National Academy of Social Insurance.

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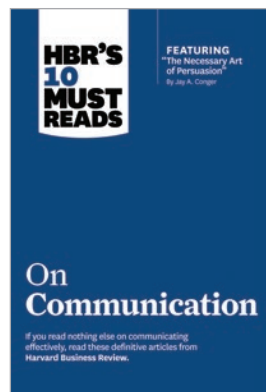
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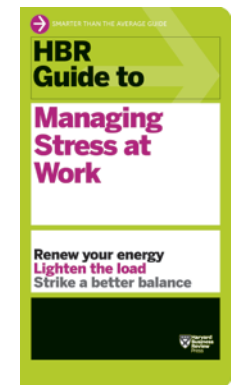
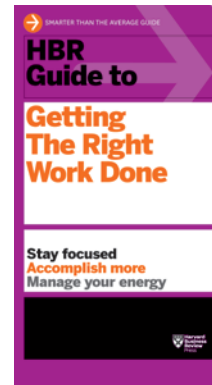
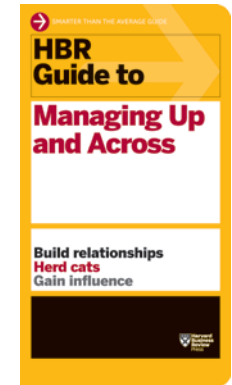
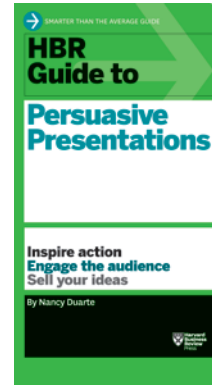
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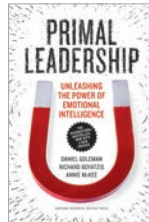


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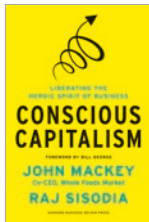
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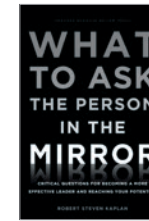
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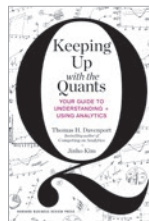
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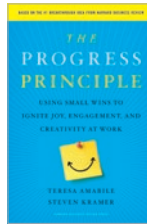
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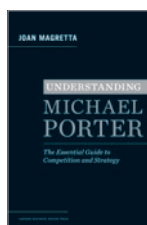
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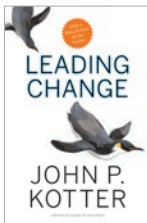
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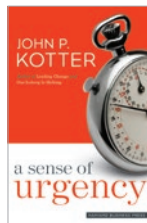
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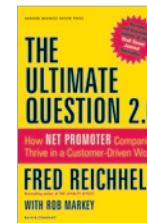
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