

harvard business magazine subscription

Introduction:

Unlocking the insights of leading business minds is easier than you think with a Harvard Business Review (HBR) magazine subscription. This comprehensive guide explores the benefits of subscribing to HBR, helping you decide if it's the right investment for your professional development. We'll cover subscription options, pricing, content highlights, and frequently asked questions, empowering you to make an informed decision about accessing the world-renowned expertise offered by Harvard Business Review.

Article Outline:

- I. Understanding the Value of a Harvard Business Magazine Subscription
- II. Different Subscription Options and Pricing
- III. Content Highlights and Key Features
- IV. Benefits for Professionals at Various Career Stages
- V. How to Subscribe and Manage Your Account
- VI. Comparing HBR to Other Business Publications
- VII. HBR's Digital Access and Features

Body:

- I. Understanding the Value of a Harvard Business Magazine Subscription

Unlocking Strategic Business Insights from Harvard Business Review

A Harvard Business Review (HBR) subscription offers more than just articles; it provides access to a curated collection of strategic insights, thought leadership, and practical tools designed to elevate your business acumen.

Gaining a Competitive Edge with Expert Analysis

HBR's articles are penned by leading academics, industry experts, and seasoned practitioners, offering readers in-depth analysis and actionable strategies for navigating complex business challenges.

Staying Ahead of the Curve with Cutting-Edge Business Trends

The magazine consistently covers emerging trends, groundbreaking research, and innovative business models, ensuring subscribers remain informed and ahead of the competition.

II. Different Subscription Options and Pricing

Various Subscription Plans to Suit Your Needs

Harvard Business Review offers various subscription options, ranging from print-only to digital-only and combined print and digital access. This allows for flexibility in choosing a plan that best suits your budget and preferences.

Pricing Structure and Subscription Packages

Subscription prices vary depending on the chosen package, with digital-only subscriptions typically being more affordable than print and digital combined subscriptions. Look for potential discounts offered for annual subscriptions.

Exploring Trial Periods and Special Offers

Harvard Business Review may offer trial periods or special promotional offers, allowing you to experience the content before committing to a longer-term subscription.

III. Content Highlights and Key Features

In-Depth Articles on Key Business Strategies

Each issue features in-depth articles exploring various aspects of business management, including strategy, leadership, innovation, marketing, and finance.

Case Studies and Real-World Examples

The magazine regularly presents compelling case studies that illustrate real-world applications of business principles and theories.

Expert Interviews and Thought Leadership Pieces

HBR showcases interviews with renowned business leaders, providing invaluable insights into their strategic decision-making and experiences.

Access to Exclusive Webinars and Online Resources

Many subscriptions unlock access to exclusive online resources, such as webinars, podcasts, and additional articles, enriching the overall learning experience.

IV. Benefits for Professionals at Various Career Stages

Enhancing Skills for Aspiring Business Leaders

For aspiring business leaders, HBR provides a foundation in key business concepts and best practices, enabling them to navigate their career paths more effectively.

Boosting Performance for Mid-Career Professionals

Mid-career professionals can utilize HBR's insights to enhance their performance, improve decision-making, and address challenges specific to their roles.

Supporting Executive Decision Making for Senior Leaders

Senior leaders benefit from HBR's high-level strategic analyses and perspectives, informing strategic planning and organizational leadership.

V. How to Subscribe and Manage Your Account

Step-by-Step Guide to Subscribing to Harvard Business Review

The subscription process is typically straightforward, requiring you to select your preferred package, provide payment information, and create an account.

Managing Your Subscription and Account Details

Once subscribed, you can typically manage your subscription details, update payment information, and access your account online through the HBR website.

Customer Support and Assistance

HBR offers customer support channels to assist with any questions or issues related to your subscription or account access.

VI. Comparing HBR to Other Business Publications

HBR's Unique Position in the Business Publication Landscape

HBR differentiates itself through its rigorous academic approach, its focus on impactful research, and its deep engagement with the global business community.

Differentiation from Other Business Magazines and Journals

While other business publications offer valuable content, HBR stands out due to the caliber of its authors, the depth of its analysis, and its lasting impact on management thought.

Considering Alternative Options Based on Your Specific Needs

The choice of which business publication to subscribe to depends on individual needs and preferences, such as preferred formats, coverage areas, and budget.

VII. HBR's Digital Access and Features

Accessing HBR Content Through Mobile Apps and Online Platforms

HBR offers user-friendly apps and online platforms, allowing subscribers to access content on various devices, including smartphones, tablets, and computers.

Utilizing the HBR Website's Search and Filtering Features

The HBR website incorporates sophisticated search and filtering features, enabling subscribers to easily locate relevant content based on specific keywords, topics, or authors.

Features like Personalized Recommendations and Saved Articles

HBR's digital platform may offer personalized content recommendations and the ability to save articles for later reading, enhancing the user experience.

Conclusion:

A Harvard Business Review subscription is a valuable investment for anyone seeking to enhance their business knowledge, improve their decision-making skills, and stay ahead of industry trends. The breadth and depth of its content, combined with its accessible digital platform, make it an invaluable resource for professionals at all career stages. By carefully considering the different subscription options and assessing your specific needs, you can unlock the power of HBR to elevate your professional journey.

Frequently Asked Questions (FAQs):

Q: What payment methods does HBR accept? A: HBR typically accepts major credit cards and potentially other payment methods, details of which are usually found on their subscription page.

Q: Can I share my subscription with others? A: Sharing is usually against the terms of service. Each subscription is typically for individual use.

Q: What happens if I cancel my subscription? A: Cancellation policies vary, so check HBR's terms and conditions for specific details on refunds and access.

Q: How often is the magazine published? A: HBR is typically published monthly.

Q: What if I have trouble accessing my online account? A: HBR usually has customer support channels (email or phone) readily available to assist with account access issues.

Related Keywords:

Harvard Business Review subscription, HBR subscription cost, HBR digital subscription, Harvard Business Review magazine, HBR online access, business magazine subscription, management articles, business strategy, leadership development, executive education, professional development, business insights, HBR articles, HBR case studies, online business resources, business publications comparison.

harvard business magazine subscription: Hybrid Workplace: The Insights You Need from Harvard Business Review Harvard Business Review, Amy C. Edmondson, Joan C. Williams, Bob Frisch, Liane Davey, 2022-03-15 Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company? If your organization is holding on to inflexible, pre-pandemic policies about where—and when—your people work, it may be risking a mass exodus of talent. Designing a hybrid workplace that furthers your business goals while staying true to your culture requires balancing experimentation with rigorous planning. Hybrid Workplace: The Insights You Need from Harvard Business Review will help you adopt the best technological, cultural, and new management practices to seize the benefits and avoid the pitfalls of the hybrid age. Business is

changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future.

harvard business magazine subscription: Harvard Business Review on Finding & Keeping the Best People Harvard Business Review, 2011 Is your company's top talent jumping ship as good replacements become harder to get? If you need the best practices and ideas for winning the race for talent--but don't have time to find them--this book is for you. Here are 11 inspiring and useful perspectives, all in one place. This collection of HBR articles will help you: - Look for good people in all the right places - Interview more effectively - Make--and keep--compelling promises to candidates and employees - Mitigate the risks of hiring stars from other companies - Coach and mentor to shore up commitment - Stretch promising employees' responsibilities - Rotate high performers into a variety of teams - Reverse the female brain drain

harvard business magazine subscription: HBR's 10 Must Reads 2020 Harvard Business Review, Michael E. Porter, Nitin Nohria, Katrina Lake, Paul R. Daugherty, 2019-10-01 A year's worth of management wisdom, all in one place. We've reviewed the ideas, insights, and best practices from the past year of Harvard Business Review to keep you up-to-date on the most cutting-edge, influential thinking driving business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. This book will inspire you to: Ask better questions to boost your learning, persuade others, and negotiate more effectively Create workplace conditions where gender equity can thrive Boost results by allowing humans and AI to enhance one another's strengths Make better connections with your customers by giving them a glimpse inside your company Scale your agile processes from a few teams to hundreds Build a commitment to both economic and social values in your organization Prepare your company for a rapidly aging workforce and society This collection of articles includes The Surprising Power of Questions, by Alison Wood Brooks and Leslie K. John; Strategy Needs Creativity, by Adam Brandenburger; What Most People Get Wrong about Men and Women, by Catherine H. Tinsley and Robin J. Ely; Collaborative Intelligence: Humans and AI Are Joining Forces, by H. James Wilson and Paul R. Daugherty; Stitch Fix's CEO on Selling Personal Style to the Mass Market, by Katrina Lake; Strategy for Start-Ups, by Joshua Gans, Erin L. Scott, and Scott Stern; Agile at Scale, by Darrell K. Rigby, Jeff Sutherland, and Andy Noble; Operational Transparency, by Ryan W. Buell; The Dual-Purpose Playbook, by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey; How CEOs Manage Time, by Michael E. Porter and Nitin Nohria; and When No One Retires, by Paul Irving.

harvard business magazine subscription: Harvard Business Review Guides Ultimate Boxed Set (16 Books) Harvard Business Review, Nancy Duarte, Bryan A. Garner, Mary Shapiro, Jeff Weiss, 2019-02-26 How-to guides to your most pressing work challenges. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders looking for trusted advice on such diverse topics as data analytics, negotiating, business writing, and coaching. This set includes: Persuasive Presentations Better Business Writing Finance Basics Data Analytics Building Your Business Case Making Every Meeting Matter Project Management Emotional Intelligence Getting the Right Work Done Negotiating Leading Teams Coaching Employees Performance Management Delivering Effective Feedback Dealing with Conflict Managing Up and Across Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

harvard business magazine subscription: How Will You Measure Your Life? (Harvard

Business Review Classics) Clayton M. Christensen, 2017-01-17 In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

harvard business magazine subscription: HBR Guide to Thinking Strategically (HBR Guide Series) Harvard Business Review, 2018-12-18 Bring strategy into your daily work. It's your responsibility as a manager to ensure that your work--and the work of your team--aligns with the overarching objectives of your organization. But when you're faced with competing projects and limited time, it's difficult to keep strategy front of mind. How do you keep your eye on the long term amid a sea of short-term demands? The HBR Guide to Thinking Strategically provides practical advice and tips to help you see the big-picture perspective in every aspect of your daily work, from making decisions to setting team priorities to attacking your own to-do list. You'll learn how to: Understand your organization's strategy Align your team around key objectives Focus on the priorities that matter most Spot trends in your company and in your industry Consider future outcomes when making decisions Manage trade-offs Embrace a leadership mindset

harvard business magazine subscription: HBR Guide to Coaching Employees (HBR Guide Series) Harvard Business Review, 2014-11-18 Help your employees help themselves. As a manager in today's business world, you can't just tell your direct reports what to do: You need to help them make their own decisions, enable them to solve tough problems, and actively develop their skills on the job. Whether you have a star on your team who's eager to advance, an underperformer who's dragging the group down, or a steady contributor who feels bored and neglected, you need to coach them: Help shape their goals—and support their efforts to achieve them. In the HBR Guide to Coaching Employees you'll learn how to: Create realistic but inspiring plans for growth Ask the right questions to engage your employees in the development process Give them room to grapple with problems and discover solutions Allow them to make the most of their expertise while compelling them to stretch and grow Give them feedback they'll actually apply Balance coaching with the rest of your workload Arm yourself with the advice you need to succeed on the job, from a source you trust. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

harvard business magazine subscription: HBR's 10 Must Reads Boxed Set (6 Books) (HBR's 10 Must Reads) Harvard Business Review, Peter F. Drucker, Clayton M. Christensen, Daniel Goleman, Michael E. Porter, 2011-08-15 Timeless advice from the pages of Harvard Business Review You want the most important ideas on management all in one place. Now you can have them--in a set of HBR's 10 Must Reads. We've combed through hundreds of Harvard Business Review articles on strategy, change leadership, managing people, and managing yourself and selected the most important ones to help you maximize your performance. This six-title collection includes only the most critical articles from the world's top management experts, curated from Harvard Business Review's rich archives. We've done the work of selecting them so you won't have to. These books are packed with enduring advice from the best minds in business such as: Michael Porter, Clayton Christensen, Peter Drucker, John Kotter, Daniel Goleman, Jim Collins, Ted Levitt, Gary Hamel, W. Chan Kim, Renee Mauborgne and much more. The HBR's 10 Must Reads Boxed Set includes: HBR's 10 Must Reads: The Essentials This book brings together the best thinking from management's most influential experts. Once you've read these definitive articles, you can delve into each core topic the series explores: managing yourself, managing people, leadership, strategy, and

change management. HBR's 10 Must Reads on Managing Yourself The path to your professional success starts with a critical look in the mirror. Here's how to stay engaged throughout your 50-year work life, tap into your deepest values, solicit candid feedback, replenish your physical and mental energy, and rebound from tough times. This book includes the bonus article How Will You Measure Your Life? by Clayton M. Christensen. HBR's 10 Must Reads on Managing People Managing your employees is fraught with challenges, even if you're a seasoned pro. Boost their performance by tailoring your management styles to their temperaments, motivating with responsibility rather than money, and fostering trust through solicited input. This book includes the bonus article Leadership That Gets Results, by Daniel Goleman. HBR's 10 Must Reads on Leadership Are you an extraordinary leader--or just a good manager? Learn how to motivate others to excel, build your team's confidence, set direction, encourage smart risk-taking, credit others for your success, and draw strength from adversity. This book includes the bonus article What Makes an Effective Executive, by Peter F. Drucker. HBR's 10 Must Reads on Strategy Is your company spending too much time on strategy development, with too little to show for it? Discover what it takes to distinguish your company from rivals, clarify what it will (and won't) do, create blue oceans of uncontested market space, and make your priorities explicit so employees can realize your vision. This book includes the bonus article What Is Strategy? by Michael E. Porter. HBR's 10 Must Reads on Change Management Most companies' change initiatives fail--but yours can beat the odds. Learn how to overcome addiction to the status quo, establish a sense of urgency, mobilize commitment and resources, silence naysayers, minimize the pain of change, and motivate change even when business is good. This book includes the bonus article 'Leading Change, by John P. Kotter. About the HBR's 10 Must Reads Series: HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from the best minds in business.

harvard business magazine subscription: *Harvard Business Review Entrepreneur's Handbook* Harvard Business Review, 2018-01-23 The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing 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 to stand out from the pack--whatever your role.

harvard business magazine subscription: *Why Startups Fail* Tom Eisenmann, 2021-03-30 If you want your startup to succeed, you need to understand why startups fail. “Whether you’re a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading.”—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn’t answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • **Bad Bedfellows.** Startup success is thought to rest largely on the founder’s talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • **False Starts.** In following the oft-cited advice to “fail fast” and to “launch before you’re ready,” founders risk wasting time and capital on the wrong solutions. • **False Promises.** Success with early adopters can be misleading and give founders unwarranted confidence to expand. • **Speed Traps.** Despite the pressure to “get big fast,” hypergrowth can spell disaster for even the most promising ventures. • **Help Wanted.** Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • **Cascading Miracles.** Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

harvard business magazine subscription: *Fugitive Pedagogy* Jarvis R. Givens, 2021-04-13 A fresh portrayal of one of the architects of the African American intellectual tradition, whose faith in the subversive power of education will inspire teachers and learners today. Black education was a subversive act from its inception. African Americans pursued education through clandestine means, often in defiance of law and custom, even under threat of violence. They developed what Jarvis Givens calls a tradition of “fugitive pedagogy”—a theory and practice of Black education in America. The enslaved learned to read in spite of widespread prohibitions; newly emancipated people braved the dangers of integrating all-White schools and the hardships of building Black schools. Teachers developed covert instructional strategies, creative responses to the persistence of White opposition. From slavery through the Jim Crow era, Black people passed down this educational heritage. There is perhaps no better exemplar of this heritage than Carter G. Woodson—groundbreaking historian, founder of Black History Month, and legendary educator under Jim Crow. Givens shows that Woodson succeeded because of the world of Black teachers to which he belonged: Woodson’s first teachers were his formerly enslaved uncles; he himself taught for nearly thirty years; and he spent his life partnering with educators to transform the lives of Black students. *Fugitive Pedagogy* chronicles Woodson’s efforts to fight against the “mis-education of the Negro” by helping teachers and students to see themselves and their mission as set apart from an anti-Black world. Teachers, students, families, and communities worked together, using Woodson’s materials and methods as they fought for power in schools and continued the work of fugitive pedagogy. Forged in slavery, embodied by Woodson, this tradition of escape remains essential for teachers and students today.

harvard business magazine subscription: *Harvard Business Review 20-Minute Manager Ultimate Boxed Set (16 Books)* Harvard Business Review, 2019-02-19 The perfect gift for aspiring leaders: 16 volumes of HBR 20-Minute Manager. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders who are short on time but need advice fast, on topics from creating business plans and giving feedback to managing time and presentations. The set includes: Creating Business Plans Delegating Work Difficult Conversations Finance Basics Getting Work Done Giving Effective Feedback Innovative Teams Leading Virtual Teams Managing Projects Managing Time

Managing Up Performance Reviews Presentations Running Meetings Running Virtual Meetings Virtual Collaboration. Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

harvard business magazine subscription: *Harvard Business Review on Change* John P. Kotter, James Collins, Jerry Porras, Jeanie Daniel Duck, Richard Pascale, 1998 Leading Minds and Landmark Ideas In An Easily Accessible Format From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. From the seminal article, Leading Change, by John Kotter to Paul Strebels on why employees so often resist change, Harvard Business Review on Change is the most comprehensive resource available for embracing corporate change--and using it to your company's greatest advantage. A Harvard Business Review Paperback.

harvard business magazine subscription: Climate Change: The Insights You Need from Harvard Business Review Harvard Business Review, Andrew Winston, Andrew McAfee, Dante Disparte, Yvette Mucharraz y Cano, 2020-09-22 Climate change is threatening our world. How are you responding? Heat waves, flooding, extreme storms, harsh winters. The effects of climate change are only getting worse. How can you ensure your organization is taking the right steps to mitigate this threat--and what can you, as an individual, do to help? These articles by experts and researchers will help you understand how climate change is affecting the future of business. Climate Change: The Insights You Need from Harvard Business Review will prepare you to join in the current discussion, identify immediate and long-term risks for your company, and plan for the future. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.

harvard business magazine subscription: *Harvard Business Review on Managing High-tech Industries* Marco Iansiti, Henry W. Chesbrough, Jonathan West, David J. Teece, Gary P. Pisano, Steven C. Wheelwright, 1999 Leading Minds and Landmark Ideas In An Easily Accessible Format From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. High-tech industries face a unique set of challenges in bringing their ideas to market. Harvard Business Review on Managing High-Tech Industries;B collects key ideas featured in the Harvard Business Review that will help high-tech executives stay competitive throughout the entire process of taking a cutting-edge concept from the drawing board to the marketplace. A Harvard Business Review Paperback.

harvard business magazine subscription: *The Next Factory of the World* Irene Yuan Sun, 2017-10-17 A Best Business Book of 2017 -- The Financial Times China is now the biggest foreign player in Africa. It's Africa's largest trade partner, the largest infrastructure financier, and the fastest-growing source of foreign direct investment. Chinese entrepreneurs are flooding into the continent, investing in long-term assets such as factories and heavy equipment. Considering Africa's difficult history of colonialism, one might suspect that China's activity there is another instance of a foreign power exploiting resources. But as author Irene Yuan Sun vividly shows in this remarkable book, it is really a story about resilient Chinese entrepreneurs building in Africa what they so

recently learned to build in China--a global manufacturing powerhouse. The fact that China sees Africa not for its poverty but for its potential wealth is a striking departure from the attitude of the West, particularly that of the United States. Despite fifty years of Western aid programs, Africa still has more people living in extreme poverty than any other region in the world. Those who are serious about raising living standards across the continent know that another strategy is needed. Chinese investment gives rise to a tantalizing possibility: that Africa can industrialize in the coming generation. With a manufacturing-led transformation, Africa would be following in the footsteps of the United States in the nineteenth century, Japan in the early twentieth, and the Asian Tigers in the late twentieth. Many may consider this an old-fashioned way to develop, but as Sun argues, it's the only one that's proven to raise living standards across entire societies in a lasting way. And with every new Chinese factory boss setting up machinery and hiring African workers--and managers--that possibility becomes more real for Africa. With fascinating and moving human stories along with incisive business and economic analysis, *The Next Factory of the World* will make you rethink both China's role in the world and Africa's future in the globalized economy.

harvard business magazine subscription: Harvard Business Review on Succeeding as an Entrepreneur Harvard Business Review, 2011-07-12 If you need the best practices and ideas for launching new ventures—but don't have time to find them—this book is for you. Here are nine inspiring and useful perspectives, all in one place. This collection of HBR articles will help you: • Zero in on your most promising prospects • Set a clear direction for your start-up • Test and revise your assumptions along the way • Tackle risks that could sabotage your efforts • Carve out opportunities in emerging markets • Launch a start-up within your company • Hand over the reins when it's time

harvard business magazine subscription: HBR Guide to Getting the Right Work Done (HBR Guide Series) Harvard Business Review, 2012-09-18 IS YOUR WORKLOAD SLOWING YOU—AND YOUR CAREER—DOWN? Your inbox is overflowing. You're paralyzed because you have too much to do but don't know where to start. Your to-do list never seems to get any shorter. You leave work exhausted but have little to show for it. It's time to learn how to get the right work done. In the HBR Guide to Getting the Right Work Done, you'll discover how to focus your time and energy where they will yield the greatest reward. Not only will you end each day knowing you made progress—your improved productivity will also set you apart from the pack. Whether you're a new professional or an experienced one, this guide will help you: Prioritize and stay focused Work less but accomplish more Stop bad habits and develop good ones Break overwhelming projects into manageable pieces Conquer e-mail overload Write to-do lists that really work

harvard business magazine subscription: The Future of Work: The Insights You Need from Harvard Business Review Harvard Business Review, Deborah Grayson Riegel, Brian Kropp, Ranjay Gulati, Joseph B. Fuller, 2021-08-17 The future is here. How is your organization responding? Amid the turbulence of a global pandemic, worldwide social justice movements, and accelerated digital transformation, one thing is clear—work will no longer be the same. Employees now expect a flexible, inclusive workplace and a deeper connection to their employer. Organizations must commit to doing good for their people and communities. What should you and your company be doing to adapt? *The Future of Work: The Insights You Need from Harvard Business Review* will provide you with today's most essential thinking about creating a work-from-anywhere organization, harnessing AI as part of your team, creating an inclusive culture, and building a purpose-driven organization. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the *Insights You Need from Harvard Business Review* series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The *Insights You Need* series will help you grasp these critical ideas—and prepare you and your company for the future.

harvard business magazine subscription: HBR's 10 Must Reads on Change Management (including featured article "Leading Change," by John P. Kotter) Harvard Business Review, John P. Kotter, W. Chan Kim, Renée A. Mauborgne, 2011-02-24 Most company's change initiatives fail. Yours don't have to. If you read nothing else on change management, read these 10 articles (featuring "Leading Change," by John P. Kotter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you spearhead change in your organization. HBR's 10 Must Reads on Change Management will inspire you to: Lead change through eight critical stages Establish a sense of urgency Overcome addiction to the status quo Mobilize commitment Silence naysayers Minimize the pain of change Concentrate resources Motivate change when business is good This collection of best-selling articles includes: featured article Leading Change: Why Transformation Efforts Fail by John P. Kotter, Change Through Persuasion, Leading Change When Business Is Good: An Interview with Samuel J. Palmisano, Radical Change, the Quiet Way, Tipping Point Leadership, A Survival Guide for Leaders, The Real Reason People Won't Change, Cracking the Code of Change, The Hard Side of Change Management, and Why Change Programs Don't Produce Change.

harvard business magazine subscription: Collective Genius Linda A. Hill, Greg Brandeau, Emily Truelove, Kent Lineback, 2014-05-13 Named one of 10 Management Classics for 2022 by Thinkers50 Why can some organizations innovate time and again, while most cannot? You might think the key to innovation is attracting exceptional creative talent. Or making the right investments. Or breaking down organizational silos. All of these things may help—but there's only one way to ensure sustained innovation: you need to lead it—and with a special kind of leadership. Collective Genius shows you how. Preeminent leadership scholar Linda Hill, along with former Pixar tech wizard Greg Brandeau, MIT researcher Emily Truelove, and Being the Boss coauthor Kent Lineback, found among leaders a widely shared, and mistaken, assumption: that a "good" leader in all other respects would also be an effective leader of innovation. The truth is, leading innovation takes a distinctive kind of leadership, one that unleashes and harnesses the "collective genius" of the people in the organization. Using vivid stories of individual leaders at companies like Volkswagen, Google, eBay, and Pfizer, as well as nonprofits and international government agencies, the authors show how successful leaders of innovation don't create a vision and try to make innovation happen themselves. Rather, they create and sustain a culture where innovation is allowed to happen again and again—an environment where people are both willing and able to do the hard work that innovative problem solving requires. Collective Genius will not only inspire you; it will give you the concrete, practical guidance you need to build innovation into the fabric of your business.

harvard business magazine subscription: The Mom Test Rob Fitzpatrick, 2013-10-09 The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

harvard business magazine subscription: The Harvard Business Review Manager's Handbook Harvard Business Review, 2016-12-13 The one primer you need to develop your managerial and leadership skills. Whether you're a new manager or looking to have more influence in your current management role, the challenges you face come in all shapes and sizes—a direct report's anxious questions, your boss's last-minute assignment of an important presentation, or a blank business case staring you in the face. To reach your full potential in these situations, you need to master a new set of business and personal skills. Packed with step-by-step advice and wisdom from Harvard Business Review's management archive, the HBR Manager's Handbook provides best

practices on topics from understanding key financial statements and the fundamentals of strategy to emotional intelligence and building your employees' trust. The book's brief sections allow you to home in quickly on the solutions you need right away—or take a deeper dive if you need more context. Keep this comprehensive guide with you throughout your career and be a more impactful leader in your organization. In the HBR Manager's Handbook you'll find: - Step-by-step guidance through common managerial tasks - Short sections and chapters that you can turn to quickly as a need arises - Self-assessments throughout - Exercises and templates to help you practice and apply the concepts in the book - Concise explanations of the latest research and thinking on important management skills from Harvard Business Review experts such as Dan Goleman, Clayton Christensen, John Kotter, and Michael Porter - Real-life stories from working managers - Recaps and action items at the end of each chapter that allow you to reinforce or review the ideas quickly The skills covered in the book include: - Transitioning into a leadership role - Building trust and credibility - Developing emotional intelligence - Becoming a person of influence - Developing yourself as a leader - Giving effective feedback - Leading teams - Fostering creativity - Mastering the basics of strategy - Learning to use financial tools - Developing a business case

harvard business magazine subscription: *What is Marketing?* Alvin J. Silk, 2006 Successful marketing requires a deep knowledge of customers, competitors, and collaborators and great skill in serving customers profitably. This book provides the foundation for developing those skills and insights.

harvard business magazine subscription: HBR Guide to Project Management (HBR Guide Series) Harvard Business Review, 2013-01-08 MEET YOUR GOALS—ON TIME AND ON BUDGET. How do you rein in the scope of your project when you've got a group of demanding stakeholders breathing down your neck? And map out a schedule everyone can stick to? And motivate team members who have competing demands on their time and attention? Whether you're managing your first project or just tired of improvising, this guide will give you the tools and confidence you need to define smart goals, meet them, and capture lessons learned so future projects go even more smoothly. The HBR Guide to Project Management will help you: Build a strong, focused team Break major objectives into manageable tasks Create a schedule that keeps all the moving parts under control Monitor progress toward your goals Manage stakeholders' expectations Wrap up your project and gauge its success

harvard business magazine subscription: The Three-Box Solution Vijay Govindarajan, 2016-04-26 How to Innovate and Execute Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both, simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's innovation tool kit with a simple and proven method for allocating the organization's energy, time, and resources—in balanced measure—across what he calls “the three boxes”: • Box 1: The present—Manage the core business at peak profitability • Box 2: The past—Abandon ideas, practices, and attitudes that could inhibit innovation • Box 3: The future—Convert breakthrough ideas into new products and businesses The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all levels of the organization. Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

harvard business magazine subscription: Harvard Business Essentials, 2002 Hiring an all-star workforce and keeping it in place is a challenge for any organization. Packed with hands-on

tips and tools, *Hiring and Keeping the Best People* offers managers comprehensive advice for hiring more effectively and increasing retention. Book jacket.

harvard business magazine subscription: Competing in the New World of Work Keith Ferrazzi, Kian Gohar, Noel Weyrich, 2022-02-15 A Wall Street Journal bestseller The #1 New York Times bestselling author on how to use radical adaptability to win in a world of unprecedented change. You've shed antiquated systems and processes. You went all-in on digital. Your teams settled into new, often better, ways of doing things. But did your organization change enough to stay competitive in the post-pandemic world? Did you fully leverage the once-in-a-lifetime opportunity to leap forward and grow stronger? Are you shaping the new environment to your advantage? If not, it's not too late to learn from the best. New York Times #1 bestselling author Keith Ferrazzi, along with coauthors Kian Gohar and Noel Weyrich, shows leaders how to shape their organizations and practices to remain competitive in a new, post-pandemic context. Based on an ambitious global research initiative involving thousands of executives, innovators, and changemakers who redefined their strategies, business models, organizational systems, and even their cultures, *Competing in the New World of Work*: Offers a bold new vision for the organization of the future Reveals the workplace innovations that emerged during the pandemic Defines the new model of leadership—radical adaptability—for sustaining continuous change throughout the coming years of opportunity and transformation *Competing in the New World of Work* is both your inspiration and your road map to embracing new realities, motivating talent, and winning bold frontiers.

harvard business magazine subscription: Management Tips Harvard Business Review, 2017-11-21 Quick, practical management advice from Harvard Business Review to help you do your job better. Drawing from HBR's popular Management Tip of the Day newsletter, this concise, handy guide is packed with easy-to-read tips on a broad range of topics, organized into three major skills every manager must master: Managing yourself Managing your team Managing your business *Management Tips: From Harvard Business Review* puts the best management practices and insights, from top thinkers in the field, right at your fingertips. Pick it up any time you have a few minutes to spare, and you'll have a fresh, powerful idea you can immediately put into action. With this handy book as your guide, you'll stand the best chance of succeeding in your role as a manager.

harvard business magazine subscription: HBR Emotional Intelligence Ultimate Boxed Set (14 Books) (HBR Emotional Intelligence Series) Harvard Business Review, Daniel Goleman, Annie McKee, Bill George, Herminia Ibarra, 2019-12-17 How to be human at work. HBR's Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, 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. This specially priced 14-volume set includes every book in the series: *Mindfulness Resilience Influence and Persuasion Authentic Leadership Dealing with Difficult People Focus Self-Awareness Happiness Empathy Leadership Presence Purpose, Meaning, and Passion Confidence Mindful Listening Power and Impact*

harvard business magazine subscription: *Harvard Business Review Project Management Handbook* Antonio Nieto-Rodriguez, 2021-10-19 The one primer you need to launch, lead, and sponsor successful projects. We're now living in the project economy. The number of projects initiated in all sectors has skyrocketed, and project management skills have become essential for every leader and manager. Still, project failure rates remain extremely high. Why? Leaders oversee too many projects and have too little visibility into them. Project managers struggle to translate their hands-on, technical knowledge up to senior management. The result? Worthy projects are starved of time and resources and fail to deliver benefits, while too much investment goes into the wrong projects. To compete in the project economy, you need to close this gap. The HBR Project Management Handbook shows you how. In this comprehensive guide, project management expert Antonio Nieto-Rodriguez presents a new and simple framework that will increase any project's

likelihood of success. Packed with case studies from many industries worldwide, it will teach you how to manage your organization's projects, strategic programs, and agile initiatives more effectively and push the best ones ahead to completion. Timeless yet forward-looking, this book will help you win in the project-driven world. In the HBR Project Management Handbook you'll find: Everything you need to know about project management in practical, nontechnical language A definitive taxonomy of project types, from product launches to digital transformations to megaprojects A road map for becoming an effective project leader and executive sponsor A new, simple, and universal project framework, the Project Canvas, that breaks down any project into essential building blocks that can be easily understood by all project stakeholders Original concepts and exclusive case studies from public- and private-sector organizations worldwide You'll learn: A common language for project managers and executives to run successful projects across your organization When to use agile, traditional, or hybrid methods in your projects The twelve principles of successful projects, including purpose, agility, and a focus on outcomes Techniques for selecting and advancing the best projects and managing a strategic and balanced project portfolio How today's projects will help address some of the most pressing global trends, including automation, sustainability, diversity, and crisis management Why project management needed to be reinvented and what the future holds 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, and real-life stories, each comprehensive volume helps you to stand out from the pack—whatever your role.

harvard business magazine subscription: Smart Collaboration Heidi K. Gardner, 2016-12-13 A Washington Post Bestseller Not all collaboration is smart. Make sure you do it right. Professional service firms face a serious challenge. Their clients increasingly need them to solve complex problems—everything from regulatory compliance to cybersecurity, the kinds of problems that only teams of multidisciplinary experts can tackle. Yet most firms have carved up their highly specialized, professional experts into narrowly defined practice areas, and collaborating across these silos is often messy, risky, and expensive. Unless you know why you're collaborating and how to do it effectively, it may not be smart at all. That's especially true for partners who have built their reputations and client rosters independently, not by working with peers. In *Smart Collaboration*, Heidi K. Gardner shows that firms earn higher margins, inspire greater client loyalty, attract and retain the best talent, and gain a competitive edge when specialists collaborate across functional boundaries. Gardner, a former McKinsey consultant and Harvard Business School professor now lecturing at Harvard Law School, has spent over a decade conducting in-depth studies of numerous global professional service firms. Her research with clients and the empirical results of her studies demonstrate clearly and convincingly that collaboration pays, for both professionals and their firms. But Gardner also offers powerful prescriptions for how leaders can foster collaboration, move to higher-margin work, increase client satisfaction, improve lateral hiring, decrease enterprise risk, engage workers to contribute their utmost, break down silos, and boost their bottom line. With case studies and real-world insights, *Smart Collaboration* delivers an authoritative case for the value of collaboration to today's professionals, their firms, and their clients and shows you exactly how to achieve it.

harvard business magazine subscription: HBR Guide to Better Business Writing (HBR Guide Series) Bryan A. Garner, 2013-01-08 DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The *HBR Guide to Better Business Writing*, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: Push past writer's block Grab--and keep--readers' attention Earn credibility with tough audiences Trim the fat from your writing Strike the right tone Brush up on grammar, punctuation, and usage Arm yourself with the advice you need to succeed on the job, with

the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

harvard business magazine subscription: Harvard Business Review Family Business Handbook Josh Baron, Rob Lachenauer, 2021-01-26 Navigate the complex decisions and critical relationships necessary to create and sustain a healthy family business—and business family. Though family business may sound like it refers only to mom-and-pop shops, businesses owned by families are among the most significant and numerous in the world. But surprisingly few resources exist to help navigate the unique challenges you face when you share the executive suite, financial statements, and holidays. How do you make the right decisions, critical to the long-term survival of any business, with the added challenge of having to do so within the context of a family? The HBR Family Business Handbook brings you sophisticated guidance and practical advice from family business experts Josh Baron and Rob Lachenauer. Drawing on their decades-long experience working closely with a wide range of family businesses of all sizes around the world, the authors present proven methods and approaches for communicating effectively, managing conflict, building the right governance structures, and more. In the HBR Family Business Handbook you'll find: A new perspective on what makes family businesses succeed and fail A framework to help you make good decisions together Step-by-step guidance on managing change within your business family Key questions about wealth, unique to family businesses, that you can't afford to ignore Assessments to help you determine where you are—and where you want to go Stories of real companies, from Marchesi Antinori to Radio Flyer Chapter summaries you can use to reinforce what you've learned Keep this comprehensive guide with you to help you build, grow, and position your family business to thrive across generations. 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, and real-life stories, each comprehensive volume helps you to stand out from the pack—whatever your role.

harvard business magazine subscription: *HBR Guide to Buying a Small Business* Richard S. Ruback, Royce Yudkoff, 2017-01-17 An all-in-one guide to helping you buy and own your own business. Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a dull business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

harvard business magazine subscription: *Harvard Business Review on the Innovative Enterprise*, 2003 Presents specific managerial techniques, processes, and policies that set apart those few companies that consistently come up with great ideas. This work discusses ideas such as the failure-tolerant leader and innovation headhunters. It includes articles from thought leaders such as John Seely Brown, Theresa Amabile, and Peter Drucker.

harvard business magazine subscription: **The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want to Leave** Robbie Kellman Baxter, 2020-03-31 Develop and cultivate the kind of robust, long-term customer relationships that power companies like Nike, Spotify, LinkedIn, and Target More and more companies are concluding that the potential rewards of subscription-based products and services are worth the risk of radically changing their business models. They're correct. The Membership

Economy is here and it's here to stay—and if you want to compete for the long run, you need to join it. Strategy consultant Robbie Kellman Baxter has been helping companies excel in this business environment for more than a decade. Now, in *The Forever Transaction*, she reveals all her secrets. Whatever industry you're in, Baxter provides the inspiration, tools, and insight you need to build and execute a business model that will leave your competition in the dust. You'll find out how industry leaders like Under Armour, Microsoft, and Netflix have created an ever-expanding customer base of loyal subscribers—and are keeping them coming back. You'll learn how to lead your organization through every step of the process—from initial start-up to new product testing, scaling for long-term growth and sustainability to revamping your culture so everyone works together to optimize customer lifetime value. You'll also master all the essentials of succeeding in the Membership Economy, like subscription pricing, Software-as-a-Service, digital community engagement, and freemium incentives as a way to turn casual browsers into cash-paying super-users. With *The Forever Transaction*, you have everything you need to build durable, long-term relationships with every customer, and leverage them for ultimate business success—today, tomorrow, and forever.

harvard business magazine subscription: *Harvard Business Review on Corporate Ethics* Joseph L. Badaracco, 2003 *Harvard Business Review on Corporate Ethics* Resolving today's most pressing questions about business behavior has become a priority in today's corporate environment. In deciding how to act, managers reveal their inner values, test their commitment to those values, and ultimately shape their characters. Readers of this collection of articles will learn to identify the theoretical and practical issues of recognizing and responding to ethical dilemmas and will find the link between good ethics and good business. The *Harvard Business Review Paperback Series* The series is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, here are the leading minds and landmark ideas that have established the *Harvard Business Review* as required reading for ambitious businesspeople in organizations around the globe.

harvard business magazine subscription: *Artificial Intelligence* *Harvard Business Review*, 2019 Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. *Artificial Intelligence: The Insights You Need* from *Harvard Business Review* will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the *Insights You Need* series from *Harvard Business Review*. Featuring some of HBR's best and most recent thinking, *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 how a particular issue will impact your company and what it will mean for you and your business.

harvard business magazine subscription: *Forever Employable* Jeff Gothelf, 2020-06-15 After spending the first 10 years of his career climbing the corporate ladder, Jeff Gothelf decided to change his approach to staying employed. Instead of looking for jobs, they would find him. Jeff spent the next 15 years building his personal brand to become a recognized expert, consultant, author and public speaker. In this highly tactical, practical book, Jeff Gothelf shares the tips, tricks, techniques and learnings that helped him become *Forever Employable*. Using the timeline from his own career and anecdotes, stories and case studies from other successful recognized experts Jeff provides a step-by-step guide to building a foundation based on your current expertise ensuring that no matter what happens in your industry you'll remain *Forever Employable*. This handy guide to your career and professional development shows you how to create your own content, use it to build your expertise and credentials and then scale it to build a continuous stream of income, interaction and

community. As organizations seek to reduce costs, automate tasks and increase efficiency, how do you ensure you don't end up outside of those plans? Forever Employable shows you how so that you're always ready for the next step in your career. Reduce your stress, build your community, monetize your platform -- that's being Forever Employable.

Additional Resources

harvard business magazine subscription

[Harvard Business Magazine Subscription](#)

Harvard Business Magazine Subscription

Related Articles

- [golf trivia questions with answers](#)
- [health and wellness pavilion in wexford pa](#)
- [graphing linear equations worksheet with answer key algebra 1](#)

[Back to Home](#)