

Stanford Business Magazine

Carissa Carter, Stanford d.school

Making Great Strategy Glenn R. Carroll, Jesper B. Sørensen, 2021-01-26 Making strategy requires undertaking major—often irreversible—decisions aimed at long-term success in an uncertain future. All leaders must formulate a clear course of action, yet many lack confidence in their ability to think systematically about their strategy. They struggle to apply the abstract lessons offered by conventional approaches to strategic analysis to their unique contexts. Making Great Strategy resolves these challenges with a straightforward, readily applicable framework. Jesper B. Sørensen and Glenn R. Carroll show that one factor underlies all sustainably successful strategies: a logically coherent argument that connects resources, capabilities, and environmental conditions to desired outcomes. They introduce a system for formulating and managing strategy through a set of three core activities: visualization, formalization and logic, and constructive argumentation. These activities can be implemented in any organization and are illustrated through examples and case studies from well-known companies such as Apple, Walmart, and The Economist. This book shows that while great strategic thinking is hard, it is not a mystery. Widely applicable and relevant for managers and leaders at all levels, especially executive teams charged with setting the course of their organizations, it is essential reading for anyone faced with practical problems of strategic management.

The Stanford Magazine, 1986

Bullet Journal: Stanford University University Designs, 2018-01-29 Bullet Journal: Stanford University. This 8 x 10 dot grid journal has 140 pages, and .3 dotted grid paper. These notebooks are great for bullet journaling, calligraphy, beginning crafters, artist, teachers, scholars, taking notes, making day planners, and so much more. Can also be used for bullet journals what use Washi tape, inserts, pens, markers, etc. Makes a great gift!

The Secret Language of Maps Carissa Carter, Stanford d.school, 2022-04-19 A highly visual exploration of diagrams and data that helps you understand how maps are part of everyday thinking, how they tell stories, and how they can reframe your point of view, from Stanford University's world-renowned d.school. "This book is the ultimate legend to mapping all kinds of data."—Jessica Hagy, Webby Award-winning blogger of Indexed and author of How to Be Interesting (In Ten Simple Steps) Maps aren't just geographic, they are also infographic and include all types of frameworks and diagrams. Any figure that sorts data visually and presents it spatially is a map. Maps are ways of organizing information and figuring out what's important. Even stories can be mapped! The Secret Language of Maps provides a simple framework to deconstruct existing maps and then shows you how to create your own. An embedded mystery story about a woman who investigates the disappearance of an old high school friend illustrates how to use different maps to make sense of all types of information. Colorful illustrations bring the story to life and demonstrate how the fictional character's collection of data, properly organized and "mapped," leads her to solve the mystery of her friend's disappearance. You'll learn how to gather data, organize it, and present it to an audience. You'll also learn how to view the many maps that swirl around our daily lives with a critical eye, aware of the forces that are in play for every creator.

Corporate Culture Eric Flamholtz, Yvonne Randle, 2011-04-08 Organizational culture is a quiet, but driving, influence on our perception of a company, whether as a consumer or as an employee. For instance, we know Southwest Airlines as laid back and friendly. We think of Google as innovative. To almost every well-known company we can assign a character. It is now well recognized that corporate culture has a significant impact on organizational health and performance. Yet, the concept of corporate culture and culture management is too often tantalizingly elusive. In this book, Flamholtz and Randle define culture, identifying and explaining the five key dimensions that determine it: a customer orientation; a people orientation; a process orientation; strong standards of performance and accountability; innovation and openness to change. They explain why culture is a critical factor in organizational success and failure—a key determinant of financial performance. Then, they provide a theoretically sound, highly

practical, and field-tested method for managing corporate culture—presenting a set of international and domestic cases that show how actual companies have leveraged culture as the ultimate source of sustainable competitive advantage. In addition to well-known companies such as Starbucks, Ritz-Carlton, American Express, IBM, and Toyota, the text presents lesser known culture stars, such as Smartmatic and Infogix. While other titles on culture have focused too heavily on the organization as a psychological being, or on academic studies of culture as a business lever, *Corporate Culture* draws on empirics to present a go-to, must-read guide for leveraging corporate culture as a source of competitive advantage and as a means of impacting the bottom line.

Effective Human Resource Management Edward Lawler, 2012-07-04 *Effective Human Resource Management* is the Center for Effective Organizations' (CEO) sixth report of a fifteen-year study of HR management in today's organizations. The only long-term analysis of its kind, this book compares the findings from CEO's earlier studies to new data collected in 2010. Edward E. Lawler III and John W. Boudreau measure how HR management is changing, paying particular attention to what creates a successful HR function—one that contributes to a strategic partnership and overall organizational effectiveness. Moreover, the book identifies best practices in areas such as the design of the HR organization and HR metrics. It clearly points out how the HR function can and should change to meet the future demands of a global and dynamic labor market. For the first time, the study features comparisons between U.S.-based firms and companies in China, Canada, Australia, the United Kingdom, and other European countries. With this new analysis, organizations can measure their HR organization against a worldwide sample, assessing their positioning in the global marketplace, while creating an international standard for HR management.

The Dragonfly Effect Jennifer Aaker, Andy Smith, 2010-09-28 Proven strategies for harnessing the power of social media to drive social change. Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference. *The Dragonfly Effect* shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book reveals the four wings of the Dragonfly Effect—and how they work together to produce colossal results. Features original case studies of global organizations like the Gap, Starbucks, Kiva, Nike, eBay, Facebook; and start-ups like Groupon and COOKPAD, showing how they achieve social good and customer loyalty. Leverage the power of design thinking and psychological research with practical strategies. Reveals how everyday people achieve unprecedented results—whether finding an almost impossible bone marrow match for a friend, raising millions for cancer research, or electing the current president of the United States. *The Dragonfly Effect* shows that you don't need money or power to inspire seismic change.

Building Social Business Muhammad Yunus, 2010-05-11 Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls “social business.” By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place. In this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across Asia, South America, Europe and the US. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

How We Work Leah Weiss, PhD, 2018-03-13 “I have long thought that what the Buddha taught can be seen as a highly developed science of mind which, if made more accessible to a lay audience, could benefit many people. I believe that Dr. Weiss’s book, in combining such insights with

science and good business practice, offers an effective mindfulness based program that many will find helpful.” --His Holiness, the Dalai Lama A practical guide to bringing our whole selves to our professional work, based on the author’s overwhelmingly popular course at the Stanford Graduate School of Business. In today’s workplace, the traditional boundaries between work and personal are neither realistic nor relevant. From millennials seeking employment in the sharing economy to Gen Xers telecommuting to Baby Boomers creating a meaningful second act, the line that separates who we are from the work we do is blurrier than ever. The truth is, we don’t show up for our jobs as a portion of ourselves—by necessity, we bring both our hearts and our minds to everything we do. In *How We Work*, mindfulness expert and creator of the perennially-waitlisted Stanford Business School course *Leading with Mindfulness and Compassion* Dr. Leah Weiss explains why this false dichotomy can be destructive to both our mental health and our professional success. The bad news, says Weiss, is that nothing provides more opportunities for negative emotions—anxiety, anger, envy, fear, and paranoia, to name a few—than the dynamics of the workplace. But the good news is that these feelings matter. How we feel at and about work matters—to ourselves, to the quality of our work, and ultimately to the success of the organizations for which we work. The path to productivity and success, says Weiss, is not to change jobs, to compartmentalize our feelings, or to create a false professional identity—but rather to listen to the wisdom our feelings offer. Using mindfulness techniques, we can learn how to attend to difficult feelings without becoming subsumed by them; we can develop an awareness of our bigger picture goals that orients us and allows us to see purpose in even the most menial tasks. In *How We Work*, Weiss offers a set of practical, evidence-based strategies for practicing mindfulness in the real world, showing readers not just how to survive another day, but how to use ancient wisdom traditions to sharpen their abilities, enhance their leadership and interpersonal skills, and improve their satisfaction.

Creative Acts for Curious People Sarah Stein Greenberg, Stanford d.school, 2021-09-21 WINNER OF THE PORCHLIGHT BUSINESS BOOK AWARD • “A delightful, compelling book that offers a dazzling array of practical, thoughtful exercises designed to spark creativity, help solve problems, foster connection, and make our lives better.”—Gretchen Rubin, New York Times bestselling author and host of the Happier podcast In an era of ambiguous, messy problems—as well as extraordinary opportunities for positive change—it’s vital to have both an inquisitive mind and the ability to act with intention. *Creative Acts for Curious People* is filled with ways to build those skills with resilience, care, and confidence. At Stanford University’s world-renowned Hasso Plattner Institute of Design, aka “the d.school,” students and faculty, experts and seekers bring together diverse perspectives to tackle ambitious projects; this book contains the experiences designed to help them do it. A provocative and highly visual companion, it’s a definitive resource for people who aim to draw on their curiosity and creativity in the face of uncertainty. Teeming with ideas about discovery, learning, and leading the way through unknown creative territory, *Creative Acts for Curious People* includes memorable stories and more than eighty innovative exercises. Curated by executive director Sarah Stein Greenberg, after being honed in the classrooms of the d.school, these exercises originated in some of the world’s most inventive and unconventional minds, including those of d.school and IDEO founder David M. Kelley, ReadyMade magazine founder Grace Hawthorne, innovative choreographer Aleta Hayes, Google chief innovation evangelist Frederik G. Pferdt, and many more. To bring fresh approaches to any challenge—world changing or close to home—you can draw on exercises such as Expert Eyes to hone observation skills, How to Talk to Strangers to foster understanding, and Designing Tools for Teams to build creative leadership. The activities are at once lighthearted, surprising, tough, and impactful—and reveal how the hidden dynamics of design can drive more vibrant ways of making, feeling, exploring, experimenting, and collaborating at work and in life. This book will help you develop the behaviors and deepen the mindsets that can turn your curiosity into ideas, and your ideas into action.

BE 2.0 (Beyond Entrepreneurship 2.0) Jim Collins, William Lazier, 2020-12-01 From Jim Collins, the most influential business thinker of our era,

comes an ambitious upgrade of his classic, *Beyond Entrepreneurship*, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller *Good to Great*, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, *Beyond Entrepreneurship*. *Beyond Entrepreneurship* left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in *Beyond Entrepreneurship* to answer the most pressing business questions. *BE 2.0* is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In *BE 2.0*, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of *Beyond Entrepreneurship* with his 2020 perspective. The book includes the original text of *Beyond Entrepreneurship*, as well as four new chapters and fifteen new essays. *BE 2.0* pulls together the key concepts across Collins' thirty years of research into one integrated framework called *The Map*. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

Creativity in Business Michael Ray, Rochelle Myers, 1988-12-24 This exploration of innovative thinking in companies of all kinds shows us how creativity in business can enrich us, and those who work with us. -- Spencer Johnson, co-author, *The One Minute Manager*

The Mysterious Death of Jane Stanford Robert W. P. Cutler, 2003 Jane Stanford, the co-founder of Stanford University, died in Honolulu in 1905, shortly after surviving strychnine poisoning in San Francisco. The inquest testimony of the physicians who attended her death in Hawaii led to a coroner's jury verdict of murder by strychnine poisoning. Stanford University President David Starr Jordan promptly issued a press release claiming that Mrs. Stanford had died of heart disease, a claim that he supported by challenging the skills and judgment of the Honolulu physicians and toxicologist. Jordan's diagnosis was largely accepted and promulgated in many subsequent historical accounts. In this book, the author reviews the medical reports in detail to refute Dr. Jordan's claim and to show that Mrs. Stanford indeed died of strychnine poisoning. His research reveals that the professionals who were denounced by Dr. Jordan enjoyed honorable and distinguished careers. He concludes that Dr. Jordan went to great lengths, over a period of nearly two decades, to cover up the real circumstances of Mrs. Stanford's death.

Simple Rules Donald Sull, Kathleen M. Eisenhardt, 2015 Outlines an approach to high-performance problem-solving and decision-making that draws on insights from survival guides, pop culture and other sources. Co-written by the award-winning author of *The Upside of Turbulence*. 75,000 first printing.

Strategy Beyond Markets John M. de Figueiredo, Michael Lenox, Felix Oberholzer-Gee, Richard G. Vanden Bergh, 2016-04-27 *Strategy Beyond Markets* is organized around three themes: Public Politics, Private Politics, and Integrated Political Strategy. The book explores the way these strategies influence political environments, firms and corporations.

A Pattern of Violence David Alan Sklansky, 2021-03-23 A law professor and former prosecutor reveals how inconsistent ideas about violence, enshrined in law, are at the root of the problems that plague our entire criminal justice system—from mass incarceration to police brutality. We take for granted that some crimes are violent and others aren't. But how do we decide what counts as a violent act? David Alan Sklansky argues that legal notions about violence—its definition, causes, and moral significance—are functions of political choices, not eternal truths. And these choices are central to failures of our criminal justice system. The common distinction between violent and nonviolent acts, for example, played virtually no role in criminal law before the latter half of the twentieth century. Yet to this day, with more crimes than ever called “violent,” this distinction determines how we judge the seriousness of an offense, as well as the perpetrator's debt and danger to society. Similarly, criminal law today treats violence as a

pathology of individual character. But in other areas of law, including the procedural law that covers police conduct, the situational context of violence carries more weight. The result of these inconsistencies, and of society's unique fear of violence since the 1960s, has been an application of law that reinforces inequities of race and class, undermining law's legitimacy. A Pattern of Violence shows that novel legal philosophies of violence have motivated mass incarceration, blunted efforts to hold police accountable, constrained responses to sexual assault and domestic abuse, pushed juvenile offenders into adult prisons, encouraged toleration of prison violence, and limited responses to mass shootings. Reforming legal notions of violence is therefore an essential step toward justice.

Humor, Seriously Jennifer Aaker, Naomi Bagdonas, 2021-02-02 WALL STREET JOURNAL, LOS ANGELES TIMES, AND USA TODAY BESTSELLER

- Anyone—even you!—can learn how to harness the power of humor in business (and life), based on the popular class at Stanford's Graduate School of Business. Don't miss the authors' TED Talk, "Why great leaders take humor seriously," online now. "The ultimate guide to using the magical power of funny as a tool for leadership and a force for good."—Daniel H. Pink, #1 New York Times bestselling author of *When and Drive* We are living through a period of unprecedented uncertainty and upheaval in both our personal and professional lives. So it should come as a surprise to exactly no one that trust, human connection, and mental well-being are all on the decline. This may seem like no laughing matter. Yet, the research shows that humor and laughter are among the most valuable tools we have at our disposal for strengthening bonds and relationships, diffusing stress and tension, boosting resilience, and performing when the stakes are high. That's why Jennifer Aaker and Naomi Bagdonas teach the popular course *Humor: Serious Business* at the Stanford Graduate School of Business, where they help some of the world's most hard-driving, blazer-wearing business minds infuse more humor and levity into their work and lives. In *Humor, Seriously*, they draw on findings by behavioral scientists, world-class comedians, and inspiring business leaders to reveal how humor works and—more important—how you can use more of it, better. Aaker and Bagdonas unpack the theory and application of humor: what makes something funny, how to mine your life for material, and simple ways to identify and leverage your unique humor style. They show how to use humor to rebuild vital connections; appear more confident, competent, and authentic at work; and foster cultures where levity and creativity can thrive. President Dwight David Eisenhower once said, "A sense of humor is part of the art of leadership, of getting along with people, of getting things done." If Dwight David Eisenhower, the second least naturally funny president (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the military-industrial complex, then you might consider learning it too.

The Academy of Management Annals James P. Walsh, Arthur P. Brief, 2007 The Academy of Management is proud to announce the inaugural volume of *The Academy of Management Annals*. This exciting new series follows one guiding principle: The advancement of knowledge is possible only by conducting a thorough examination of what is known and unknown in a given field. Such assessments can be accomplished through comprehensive, critical reviews of the literature—crafted by informed scholars who determine when a line of inquiry has gone astray, and how to steer the research back onto the proper path. The *Academy of Management Annals* provide just such essential reviews. Written by leading management scholars, the reviews are invaluable for ensuring the timeliness of advanced courses, for designing new investigative approaches, and for identifying faulty methodological or conceptual assumptions. The *Annals* strive each year to synthesize a vast array of primary research, recognizing past principal contributions while illuminating potential future avenues of inquiry. Volume 1 of the *Annals* explores a wide spectrum of research: corporate control; nonstandard employment; critical management; physical work environments; public administration team learning; emotions in organizations; leadership and health care; creativity at work; business and the environment; and bias in performance appraisals. Ultimately, academic scholars in management and allied fields (e.g., sociology of organizations and organizational psychology) will see *The Academy*

of Management Annals as a valuable resource to turn to for comprehensive, up-to-date information--published in a single volume every year by the preeminent association for management research.

Designing Your Life Bill Burnett,Dave Evans,2016-09-20 #1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage • “Life has questions. They have answers.” —The New York Times Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

The Regenerative Business Carol Sanford,2017-10-10 Forewords by: Cheryl Y. Kiser, Babson College & Michiel Bakker, Google Courageous leaders today are calling for a disruptive yet effective way of working: one that unlocks significant new levels of innovation, delivers enduring financial results, and creates exceptional customer loyalty while simultaneously building human capacity to contribute to on-going positive change. The good news is there is a proven, but infrequently taken, path. Through a fundamentally contrasting paradigm, Carol Sanford shows leaders why today's so-called business best practices undermine success-and then, how to transform their business into something so flexible, so innovative, so developmental, it becomes virtually non-displaceable in the market. The Regenerative Business is built by connecting every person in the business to the essential core of that business - its unique foundation for innovation and market power. This provides the fulcrum for an organizational culture that embraces the internal destabilization and discomfort that comes with responding creatively to the unfamiliar. The payoff for doing so is a motivated and innovative workforce that is prepared to take a business to the top of its industry - and stay there. Carol's work focuses on what fundamentally fuels the organization: the capacity and capabilities of the people within it and the design of work to empower them. She defines these for readers and shows that when these are internally developed, you change who people are and what they are able to take on, which she calls promises beyond able-ness. She shows through many cases drawn from her work that by implement this all-encompassing way of working, businesses are able to have a positive impact beyond the bottom line, to the broader marketplace and the communities in which they operate.

Stanford Business Magazine Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Stanford Business Magazine**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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