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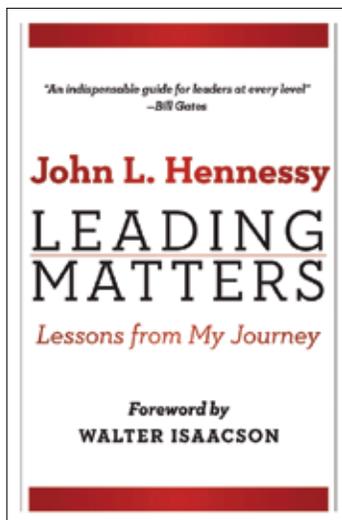
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Please contact Steve Catalano, Senior Editor for Business and Economics (catalan@stanford.edu), regarding new book proposals.



Leading Matters *Lessons from My Journey*

John L. Hennessy

Foreword by Walter Isaacson

In *Leading Matters*, current Chairman of Alphabet (Google's parent company), former President of Stanford University, and "Godfather of Silicon Valley," John L. Hennessy shares the core elements of leadership that helped him become a successful tech entrepreneur, esteemed academic, and venerated administrator.

Each chapter in *Leading Matters* looks at valuable elements that have shaped Hennessy's career in practice and philosophy. He discusses the pivotal role that humility, authenticity and trust, service, empathy, courage, collaboration, innovation, intellectual curiosity, storytelling, and legacy have all played in his prolific, interdisciplinary career.

Hennessy takes these elements and applies them to instructive stories, such as his encounters with other Silicon Valley leaders including Jim Clark, founder of Netscape; Condoleezza Rice, former U.S. Secretary of State and Stanford provost; John Arrillaga, one of the most successful Silicon Valley commercial real estate developers; and Phil Knight, founder of Nike and philanthropist with whom Hennessy cofounded Knight-Hennessy Scholars at Stanford University.

This book is essential reading for those tasked with leading any complex enterprise in the academic, not-for-profit, or for-profit sector.

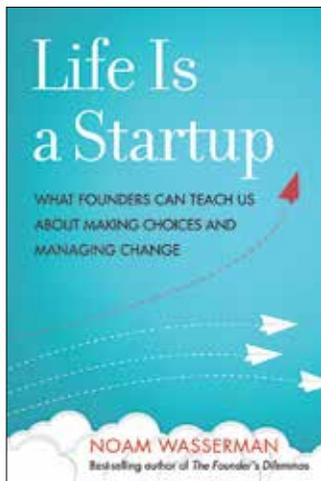
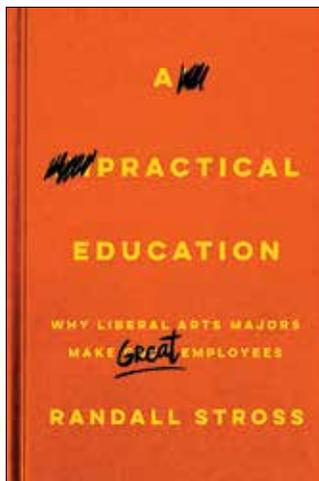
"It's an indispensable guide for leaders at every level."

—Bill Gates

"This insightful book...will benefit leaders from all walks of life."

—Condoleezza Rice,
Professor and Former Provost of Stanford University

184 pages, September 2018
9781503608016 Cloth \$24.00 **\$19.20 sale**



Life Is a Startup

What Founders Can Teach Us about Making Choices and Managing Change

Noam Wasserman

After two decades of research on founders, a best-selling book on the subject, and experience teaching and mentoring thousands of students in this field, Noam Wasserman is a prominent authority on startups. Hearing from countless readers that his insights helped

them with important life decisions, Wasserman brings us a new book that applies to everyday life his research on the methods of successful startup founders.

Like entrepreneurs, we all deal with uncertainty, tough decision-making, and necessary problem-solving. Whether we freelance or work for large organizations, whether we're married or single, have kids or not, we must be able to think on our feet, assess risks and opportunities, and recruit others to help us navigate them. This book offers important advice for envisioning change in our lives and managing changes to which we've already committed. With his extensive database of entrepreneurship case studies—from Pandora to Twitter to Nike—Wasserman is able to go deeply into the entrepreneurial mindset and show us how startups provide specific lessons for crafting our most successful lives.

"Noam Wasserman is a leading expert on founders, and he makes a compelling case that an entrepreneurial mindset can help us make important decisions in every part of our lives."

—Adam Grant,
New York Times bestselling author of *Originals*, *Give and Take*,
and *Option B* with Sheryl Sandberg

224 pages, October 2018
9781503601758 Cloth \$29.95 **\$23.96 sale**

NOW IN PAPERBACK

A Practical Education

Why Liberal Arts Majors Make Great Employees

Randall Stross

The liberal arts major is often lampooned: lacking in "skills," unqualified for a professional career, underemployed. But studying for the joy of learning turns out to be surprisingly practical. Just look to Silicon Valley, of all places, to see that liberal arts majors can succeed not in spite of, but because of, their education.

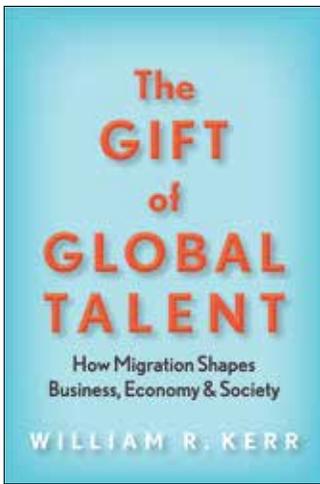
A Practical Education investigates the real-world experiences of graduates with humanities majors that would seem the least employable in Silicon Valley's engineering-centric workplaces. Drawing on the experiences of Stanford University graduates—their education, job searches, and first work experiences—Randall Stross shows liberal arts graduates to be multi-capable majors who thrive in positions that no one would have predicted.

"The need for critical thinking and liberal arts-educated leaders is more relevant than ever. An engaging perspective on this crucial topic that proves the humanities pays dividends in the long run."

—David Kalt,
CEO and Founder, Reverb Holdings, Inc.

REDWOOD  PRESS

304 pages, 2017
9781503608221 Paper \$17.95 **\$14.36 sale**



The Gift of Global Talent

How Migration Shapes Business, Economy & Society

William R. Kerr

The global race for talent is on, with countries and businesses competing for the best and brightest. Talented individuals migrate much more frequently than the general population, and the United States has received exceptional inflows

of human capital. This foreign talent has transformed U.S. science and engineering, reshaped the economy, and influenced society at large. But America is bogged down in thorny debates on immigration policy, and the world around the United States is rapidly catching up, especially China and India. The future is quite uncertain, and the global talent puzzle deserves close examination.

To do this, William R. Kerr uniquely combines insights and lessons from business practice, government policy, and individual decision-making. Examining popular ideas that have taken hold and synthesizing rigorous research across fields such as entrepreneurship and innovation, regional advantage, and economic policy, Kerr gives voice to data and ideas that should drive the next wave of policy and business practice. The United States has been the steward of a global gift, and this book explains the huge leadership decision it now faces and how it can become even more competitive for attracting tomorrow's talent.

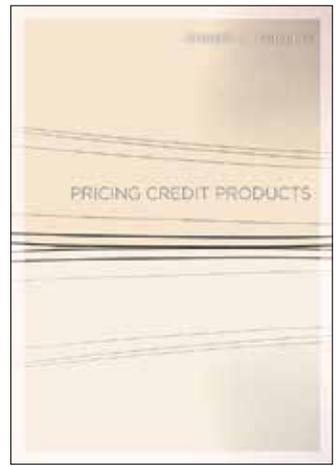
“A clear-eyed exposition of how talent moves around the world... a must-read.”

—Janet Napolitano,
President of the University of California, former Secretary
of Homeland Security and Governor of Arizona

“This book is brilliant, lucid, and timely.”

—Robert Guest,
Foreign Editor of *The Economist*, and author
of *Borderless Economics*

248 pages, October 2018
9781503605022 Cloth \$27.95 **\$22.36 sale**



Pricing Credit Products

Robert L. Phillips

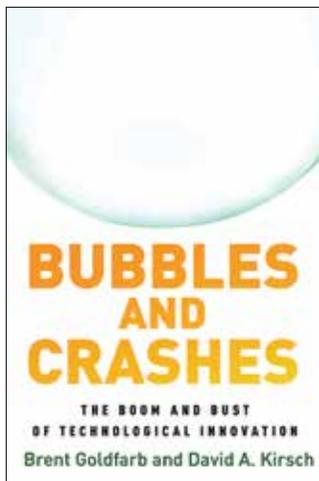
In the wake of the 2008 financial crisis, pricing loans in a way that is profitable for lenders and sensitive to risk is anything but simple. Increasingly, lenders are following the lead of other retailers by segmenting their market and more precisely targeting customers. To be successful, lenders must engage analytic approaches, such as machine learning and optimization, in setting prices for each segment.

Robert L. Phillips worked with major banks and financial services companies for more than a decade to help them improve their pricing capabilities. This book draws on his experience, as well as the latest academic research, to demonstrate how lenders can apply the proven techniques of price optimization to responsibly improve the profitability of their loans.

“This book does an excellent job of exposing the uninitiated reader to the main issues at stake, while offering a substantial review for experienced professionals.”

—Rene Caldentey,
University of Chicago Booth School
of Business

256 pages, July 2018
9780804787208 Cloth \$65.00 **\$52.00 sale**



Bubbles and Crashes *The Boom and Bust of Technological Innovation*

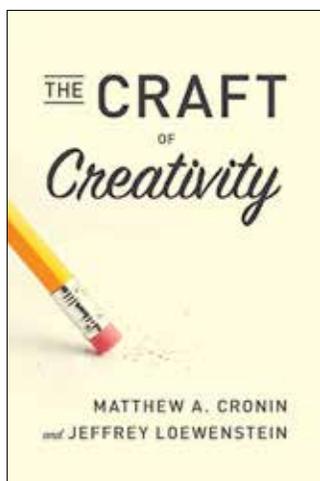
**Brent Goldfarb and
David A. Kirsch**

In *Bubbles and Crashes*, Brent Goldfarb and David A. Kirsch give us new insights into the causes of speculative booms and busts. They identify a class of assets—major technological innovations—that can, but does not necessarily, produce bubbles. This methodological twist is essential: Only by comparing similar events that *sometimes* lead to booms and busts can we ascertain the root causes of bubbles. Goldfarb and Kirsch identify the factors that play a key role in these episodes, consider implications for technology bubbles that may be in the works today, offer tools for investors to identify whether a bubble is happening, and propose policy measures that may mitigate the risks associated with future speculative episodes.

“A fascinating account of how and when new technologies lead to exuberant asset prices. Anyone who thinks about innovation and financial markets will enjoy this book.”

—Jonathan Levin,
Stanford Graduate School
of Business

256 pages, February 2019
9780804793834 Cloth \$35.00 **\$28.00 sale**



The Craft of Creativity **Matthew A. Cronin and Jeffrey Loewenstein**

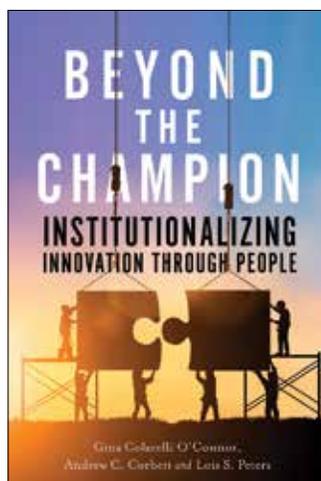
While we laud the products of creativity, the stories behind them are often abridged and elusive “aha!” moment, the result of a momentary stroke of genius.

Matthew A. Cronin and Jeffrey Loewenstein present a new way to understand how we innovate. They emphasize the importance of the journey and reveal the limitations of focusing on outcomes. Drawing on a wide range of scholarship, their own research, and interviews with professionals and learners who employ creativity in the arts, engineering, business, and more, Cronin and Loewenstein argue that creativity is a cognitive process that hinges on changing one’s perspective. Breaking new ground in the discussion about how we innovate, this book provides strategies that everyone can use to be more creative.

“A must-read for those eager for a new perspective on creativity and innovation.”

—Jennifer Mueller,
author of *Creative Change: Why We
Resist It, How We Can Embrace It*

288 pages, April 2018
9781503605077 Paper \$29.95 **\$23.96 sale**



Beyond the Champion *Institutionalizing Innovation Through People*

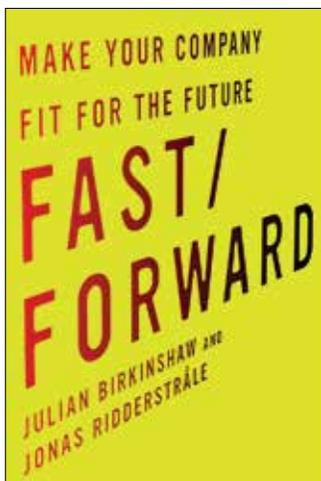
**Gina Colarelli O’Connor,
Andrew C. Corbett, and
Lois S. Peters**

Beyond the Champion argues that innovation is a talent and a discipline all its own. Breakthrough wins require an organizational design with clearly delineated roles, responsibilities, and career tracks for those who shoulder the responsibility for new products. Drawing on the results of a four-year study and two decades of related research, this book outlines three fundamental competencies necessary for innovation—discovery, incubation, and acceleration—and maps these skills onto roles and opportunities for advancement. Companies will come away with a pioneering roadmap for sustainable innovation.

“This book is the capstone of 20+ years of longitudinal research that has revealed the issues with corporate innovation on numerous levels. It’s spot on.”

—Rich Duncombe,
University of Oregon

320 pages, January 2018
9780804798273 Cloth \$35.00 **\$28.00 sale**



Fast/Forward

Make Your Company Fit for the Future

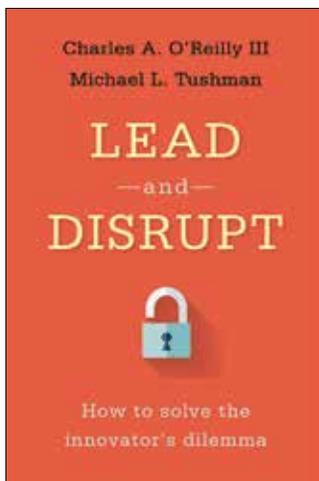
Julian Birkinshaw and
Jonas Ridderstråle

The leading companies of the past twenty years have all harnessed the power of information, but as access to big data becomes ubiquitous, it can no longer guarantee a leg up. *Fast/Forward* makes the case that we are entering a new era in which firms that understand the limits of bits and bytes will take the lead. Whereas the information age has been described as a meritocracy, we are witnessing the rise of adhocracy. Adhocratic organizations scan the horizon for winning opportunities, and then respond with agility by making smart, intuitive decisions. *Fast/Forward* paints the big picture of a new approach to strategy and provides the necessary playbook to make your company fit for the future.

"Makes a compelling case for spontaneity, speed, and a willingness to lead with intuition, and speaks to the leadership qualities required to implement its suggestions."

—Jeffrey Pfeffer,
Stanford University, and
author of *Power*

240 pages, 2017
9780804799539 Cloth \$29.95 **\$23.96 sale**



Lead and Disrupt

How to Solve the Innovator's Dilemma

Charles A. O'Reilly III and
Michael L. Tushman

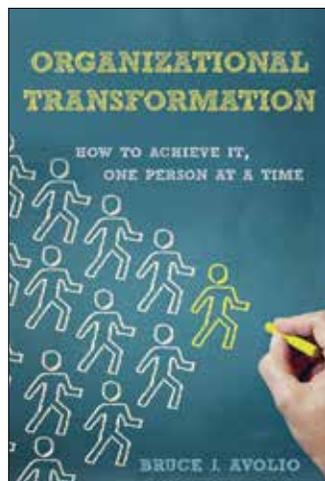
A startling fact: companies large and small are shuttering more quickly than ever. Innovation guru Clayton M. Christensen has been pessimistic about whether established firms can prevail in the face of disruption, but Charles A. O'Reilly III and Michael L. Tushman know they can!

Lead and Disrupt explains how shrewd organizations have harnessed *ambidexterity* to solve their own innovator's dilemmas. These luminaries improve their existing businesses through efficiency, control, and incremental change, while also seizing new markets where flexibility, autonomy, and experimentation rule the day.

"One of the perennial puzzles in business is how established companies can maintain their core while simultaneously pursuing new growth. This book provides an insightful perspective on the important role leadership can play in solving that puzzle."

Clayton M. Christensen,
Harvard Business School, and
author of *The Innovator's Dilemma*

280 pages, 2016
9780804798655 Cloth \$29.95 **\$23.96 sale**



Organizational Transformation

How to Achieve It, One Person at a Time

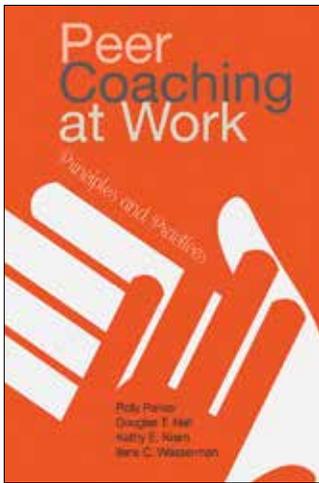
Bruce J. Avolio

It is estimated that approximately seventy percent of organizations fail in their attempts to implement transformative change. This book will help lessen that rate. Using real-world examples, Bruce J. Avolio maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating. Each state is described in detail, as are the leadership qualities necessary to solidify and transition from one to the next. These "in-between moments" are an often-overlooked key to organizational transformation. So too is the fact that organizational change happens one individual at a time. For transformation to take root, each person must shift his or her sense of self at work and the role that he or she plays in the transforming organization.

"Brilliantly presents a progressive guide for leaders to position their organization and envision a path toward transformational change."

—Thomas A. Kolditz,
Rice University

216 pages, June 2018
9780804797931 Cloth \$35.00 **\$38.00 sale**



Peer Coaching at Work *Principles and Practices*

Polly Parker, Douglas T. Hall,
Kathy E. Kram, and
Ilene C. Wasserman

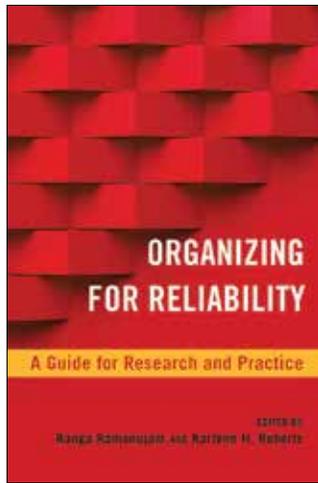
Peer Coaching at Work draws on research and practice to deliver a hands-on guide to this powerful relational learning technique, which many coaches consider to be the next wave in professional development.

The authors present a rigorously tested three-part model for facilitating peer coaching relationships in one-on-one settings and in larger groups. With lively case studies, they define peer coaching as a focused relationship between equals who supportively learn from, actively listen to, and judiciously question each other, which leads to breakthroughs that may otherwise lie dormant in one's career. A fundamental guide for anyone with an interest in mentoring and transformational learning, this book is a must-have for the talent management bookshelf.

"This in-depth treatment of peer coaching is unmatched."

—William H. Hodgetts,
William James College

216 pages, March 2018
9780804797092 Cloth \$27.95 **\$22.36 sale**



Organizing for Reliability *A Guide for Research and Practice*

Edited by Ranga Ramanujam
and Karlene H. Roberts

Increasingly, scholars view reliability—the ability to plan for and withstand disaster—as a social construction. However, there is a tendency to evoke this concept only in the face of catastrophes. This book frames reliability as a fundamental issue in the study of organizations—one that can also improve day-to-day operations.

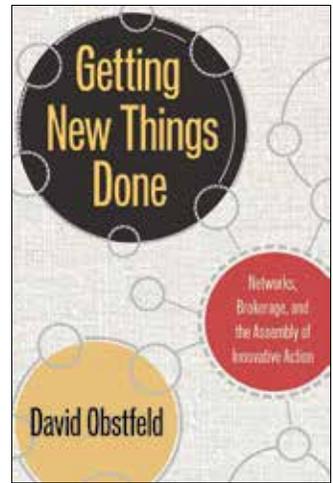
Bringing together a diverse cast of contributors, it considers how we can account for the ability of some organizations to maintain high reliability and what we can learn from them. The first of its kind in over twenty years, this volume delivers a dynamic base of shared knowledge and an integrative research agenda at a time when organizational reliability has never been so important.

"Contributing fresh insight, this book has the potential to stimulate substantial new research in the field."

—Sara J. Singer,
Harvard T.H. Chan School of Public
Health and Harvard Medical School

**HIGH RELIABILITY AND CRISIS
MANAGEMENT**

344 pages, February 2018
9780804793612 Cloth \$75.00 **\$60.00 sale**



Getting New Things Done *Networks, Brokerage, and the Assembly of Innovative Action*

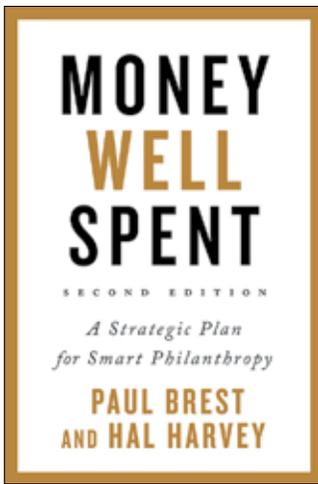
David Obstfeld

This book offers a framework that explains how innovators use network processes to broker knowledge and mobilize action. How well they do so directly influences the outcome of attempts to innovate, especially when a project is not tied to proscribed organizational routines. An entrepreneur launches a business. A company rolls out a new product line. Two firms form a partnership. These instances and many more like them dot today's business landscape. Yet we understand little about the social dimension of these undertakings. Disentangling brokerage from network structure and building on his theoretical work regarding *tertius iungens*, David Obstfeld explains how actors with diverse interests, expertise, and skills leverage their connections to create new ventures and products with extraordinary results.

"Taking no shortcuts, Obstfeld's scholarly tour de force is eminently readable and truly practical."

—Amy C. Edmondson,
Harvard Business School,
and author of *Building the Future*

272 pages, 2017
9780804760508 Cloth \$70.00 **\$56.00 sale**



SECOND EDITION

Money Well Spent *A Strategic Plan for Smart Philanthropy*

Paul Brest and Hal Harvey

Philanthropy is a booming business, with billions of dollars committed to the social sector each year. *Money Well Spent*, an award-winning guide on how to structure philanthropy so that it really makes a difference, offers a comprehensive and crucial resource for individual donors,

foundations, non-profits, and scholars who focus on and teach others about this realm.

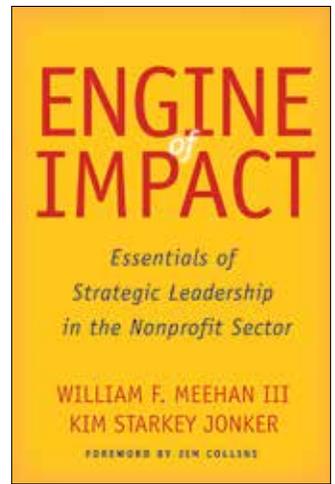
Behind every successful grant is a smart strategy. Paul Brest and Hal Harvey draw on the experiences of hundreds of foundations and non-profits to explain how to deliver on every dollar. They present the essential tools to help readers create and test effective plans for achieving demonstrable results. Brest and Harvey tackle thorny issues, such as how to choose among different forms of funding, how to measure progress, and when to exit a project that isn't working.

The second edition accounts for a decade of progress: a rise in impact investing, the advent of pay-for-success programs, the maturation of impact evaluation, and the emergence of a new generation of mega-donors. Today, the notion of results-driven philanthropy is more important than ever. With this book, the social sector has the techniques it needs to deliver on that idea with impact.

“An indispensable book, offering a comprehensive overview supplemented by a rich trove of examples and insights from two masters of the craft.”

—Larry Kramer,
President, Hewlett Foundation

392 pages, July 2018
9781503602618 Cloth \$29.95 **\$23.96 sale**



Engine of Impact *Essentials of Strategic Leadership in the Nonprofit Sector*

William F. Meehan III and
Kim Starkey Jonker

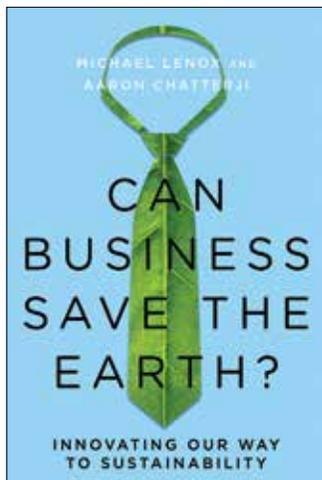
Foreword by Jim Collins

We are entering a new era—an era of impact. The largest inter-generational transfer of wealth in history will soon be under way, bringing with it the potential for huge increases in philanthropic funding. *Engine of Impact* shows how nonprofits can apply the principles of strategic leadership to attract greater financial support and leverage that funding to maximum effect. As *Good to Great* author Jim Collins writes in his foreword, this book offers “a detailed roadmap of disciplined thought and action for turning a good nonprofit into one that can achieve great impact at scale.”

“As a philanthropist constantly grappling with how I can achieve more impact, I found Jonker and Meehan’s insights to be provocative and engaging. A must-read.”

—Jeff Raikes,
Co-Founder, Raikes Foundation,
former CEO, Bill & Melinda Gates
Foundation, and Chairman,
Stanford Board of Trustees

280 pages, 2017
9780804796439 Cloth \$29.95 **\$23.96 sale**



Can Business Save the Earth? *Innovating Our Way to Sustainability*

Michael Lenox and
Aaron Chatterji

Increasingly, business leaders are tasked with developing new products, services, and business models that minimize environmental impact while driving economic growth. It's a tall order—and a call that is only getting louder.

In *Can Business Save the Earth?*, Michael Lenox and Aaron Chatterji explain just how the private sector can help. Many believe that markets will inevitably demand sustainable practices and force them to emerge. But Lenox and Chatterji see it differently. Based on more than a decade of research and work with companies, they argue that a bright green future is only possible with dramatic innovation across *multiple sectors* at the same time.

"This marvelous book unites rigorous research with in-depth examples to show how business really might be able to save the earth. It's the perfect answer to the question my students ask me all the time: How can I make a difference?"

—Rebecca M. Henderson,
Harvard Business School

200 pages, May 2018
9780804790994 Cloth \$29.95 **\$23.96 sale**



The Green Bundle *Pairing the Market with the Planet*

Magali A. Delmas with
David Colgan

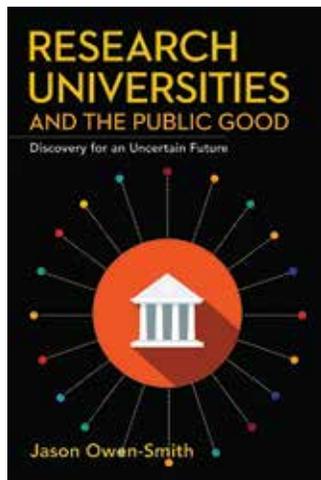
The market for green products has expanded rapidly, but most consumers need something more than eco-benefits to motivate their purchases. This book argues that many green products now offer the total package—a “green bundle” that checks the environmental box, but also offers improved performance, health benefits, savings, and status. To help consumers cut through the noise and make their best decisions, we need new strategies. *The Green Bundle* offers some of the best and most effective communication techniques for pushing consumers in the right direction.

Framing product benefits to motivate behavior is the key. Combining insights from sustainable business and behavioral economics, Delmas and Colgan show managers how to lead buyers from information to action.

"Magali Delmas and David Colgan have created a roadmap for companies that want to thrive in the twenty-first century. A must-read for any consumer facing CEO."

—Tony Pritzker,
Founder and Chair,
Pritzker Genius Award

288 pages, July 2018
9781503606418 Paper \$29.95 **\$23.96 sale**



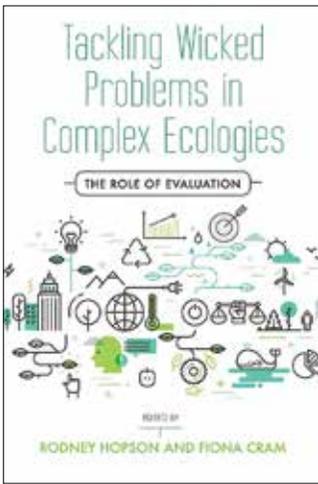
Research Universities and the Public Good *Discovery for an Uncertain Future*

Jason Owen-Smith

Public funding for research universities is under threat. But if we scale back support for these institutions, we also cut off a key source of value creation in our economy and society. Countering recent arguments that we should “unbundle” or “disrupt” higher education, Jason Owen-Smith argues that research universities are valuable gems that deserve support. While they are complex and costly, their enduring value is threefold: they simultaneously act as *sources* of new knowledge, *anchors* for regional and national communities, and *hubs* that connect disparate parts of society. These distinctive features allow them, more than any other institution, to innovate in response to new problems and opportunities. Presenting numerous case studies that show how research universities play these three roles and why they matter, this book offers a fresh and stirring defense of the research university.

**INNOVATION AND TECHNOLOGY IN
THE WORLD ECONOMY**

232 pages, September 2018
9781503601949 Cloth \$35.00 **\$38.00 sale**



Tackling Wicked Problems in Complex Ecologies

The Role of Evaluation

Edited by Rodney Hopson and Fiona Cram

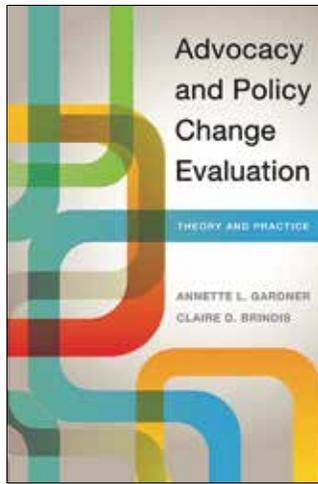
This book is a call to action, focusing on the role that evaluators can play in addressing social and economic problems. Evaluation extends beyond theories and methods, encompassing a range of proven approaches for addressing ecological complexities that drive inequities around the globe.

Bringing together leading thinkers and problem-solvers, this collection traverses the range of contexts at the frontiers of the field—from inadequate food supply and housing to unemployment and poverty. Editors Rodney Hopson and Fiona Cram demonstrate the effects of an engaged approach to evaluation, in which three considerations take center stage: its relevance, the relationships it engenders, and the responsibilities it requires.

“The editors have assembled a group of internationally renowned contributors to demonstrate how a complex ecology lens can benefit evaluative thinking and practice.”

—J. Bradley Cousins,
University of Ottawa

296 pages, May 2018
9781503600713 Paper \$55.00 **\$44.00 sale**



Advocacy and Policy Change Evaluation

Theory and Practice

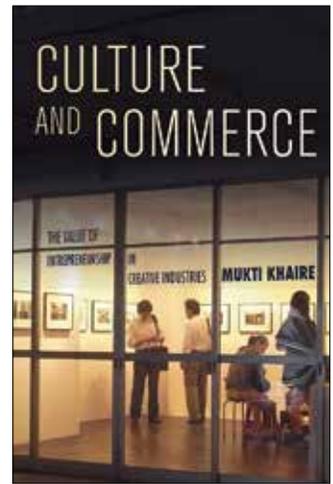
Annette L. Gardner and Claire D. Brindis

Ideal for evaluators, change makers, and funders, this book is the authoritative guide to advocacy and policy change evaluation. Part I provides a conceptual foundation for navigating advocacy tactics within today's turbulent policy landscape. Part II offers recommendations for developing appropriate evaluation designs and working with unique advocacy and policy change-oriented instruments. Part III turns toward opportunities and challenges in this growing field. To illuminate and advance evaluation practice, the authors draw on over 30 years of evaluation experience; a new, large-scale survey of evaluators; and in-depth case studies on issues from the environment to public health to human rights.

“This book definitively announces to the world that this is a specialization contributing credible and useful evaluations, documenting its accomplishments for all to see.”

—Michael Quinn Patton,
author of
Utilization-Focused Evaluation

288 pages, 2017
9780804792561 Paper \$35.00 **\$28.00 sale**



Culture and Commerce

The Value of Entrepreneurship in Creative Industries

Mukti Khaire

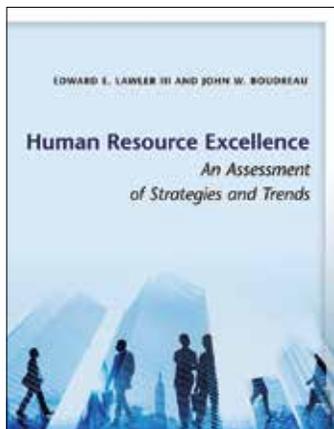
Art and business are often described as worlds apart, even diametric opposites. And yet, these realms are close cousins in creative industries where firms bring cultural goods to market, attaching price tags to music, paintings, theater, literature, film, and fashion.

Building on theories of value construction and cultural production, *Culture and Commerce* details the processes by which artistic worth is decoded, translated, and converted to economic value. Case studies of firms from Chanel and Penguin to tastemakers like the Sundance Institute and the Pritzker Prize illuminate how creative entrepreneurs influence our sense of value, shifting consumer behavior and our culture in deep, surprising ways.

“This remarkable book lucidly and convincingly reveals the structure and functioning of creativity in the marketplace.”

—Diana Sorensen,
Harvard University

280 pages, 2017
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Human Resource Excellence

An Assessment of Strategies and Trends

Edward E. Lawler III and
John W. Boudreau

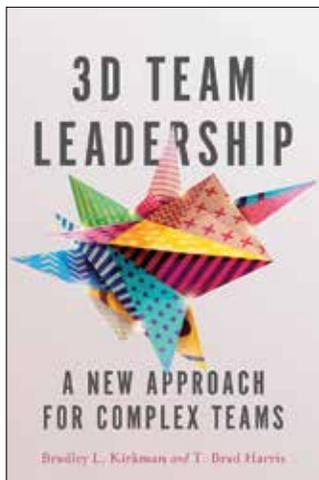
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For over twenty years, USC's Center for Effective Organizations has conducted the definitive longitudinal study of the human resource management function. Analyzing new data every three years, the Center charts changes in HR and offers guidance on how human resource professionals can drive performance. In this latest survey, the authors conclude that HR is most powerful when it plays a strategic role, makes use of information technology, and has tangible metrics. Their insights offer an essential understanding of HR's changing role in strategy, big data, and social networks.

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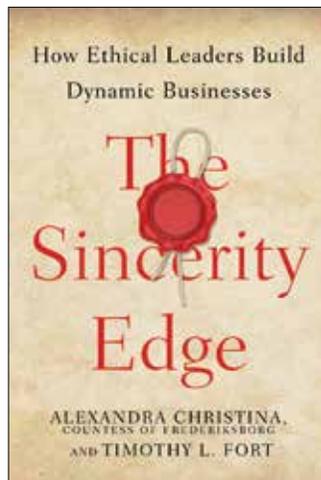
Bradley L. Kirkman and
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How Ethical Leaders Build Dynamic Businesses

Alexandra Christina, Countess
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