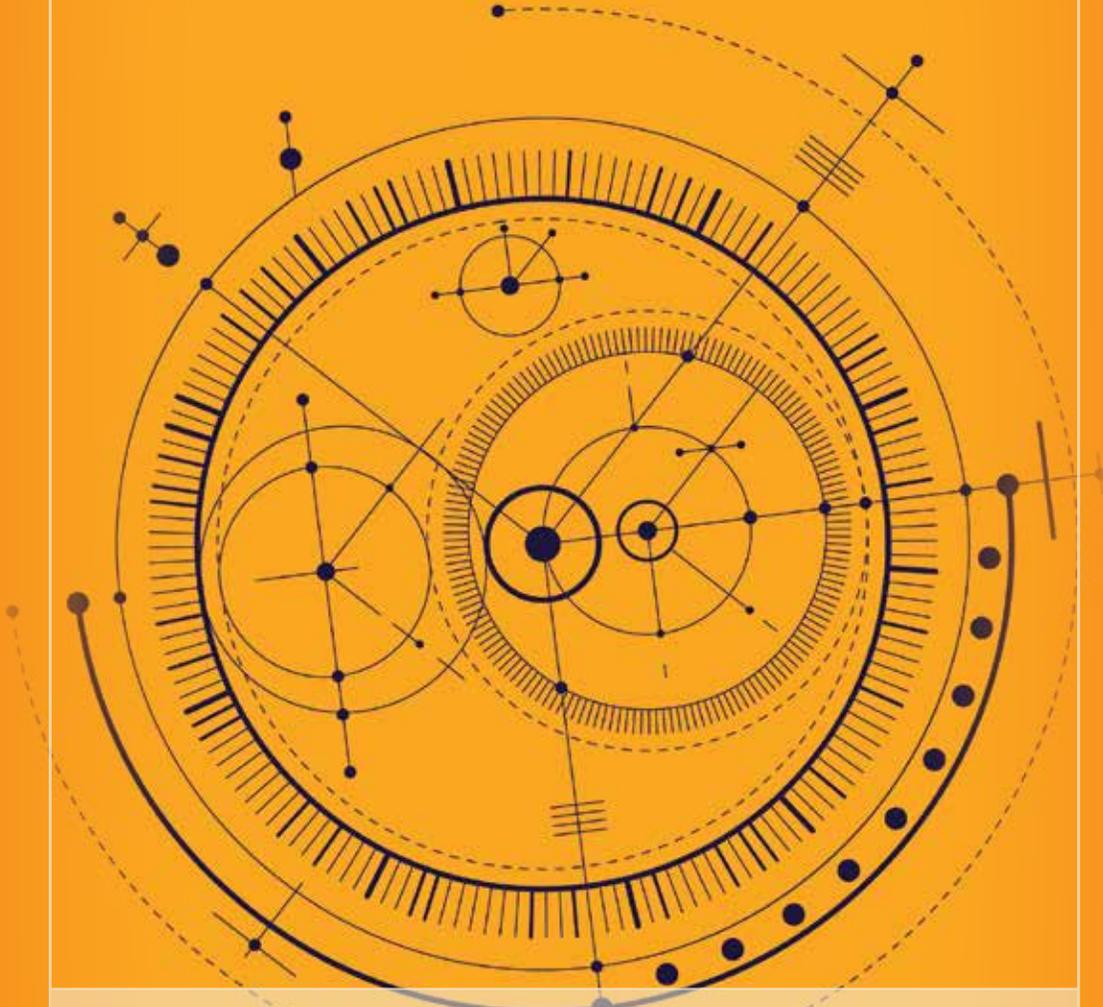


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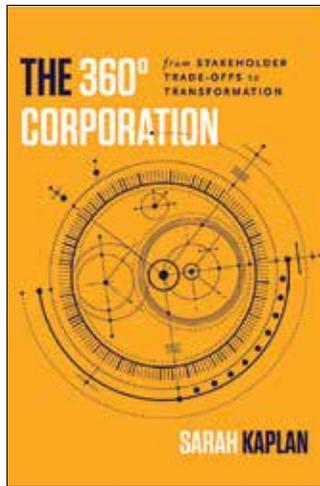


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## The 360° Corporation From Stakeholder Trade-offs to Transformation

Sarah Kaplan

Companies are increasingly facing intense pressures to address stakeholder demands from every direction: consumers want socially responsible products; employees want meaningful work; investors now screen on environmental, social, and governance criteria; “clicktivists” create social media storms over company

missteps. CEOs now realize that their companies must be social as well as commercial actors, but stakeholder pressures often create trade-offs with demands to deliver financial performance to shareholders. How can companies respond while avoiding simple “greenwashing” or “pinkwashing”? This book lays out a roadmap for organizational leaders who have hit the limits of the supposed win-win of shared value to explore how companies can cope with real trade-offs, innovating around them or even thriving within them. Suggesting that the shared-value mindset may actually get in the way of progress, bestselling author Sarah Kaplan shows in *The 360° Corporation* how trade-offs, rather than being confusing or problematic, can actually be the source of organizational resilience and transformation.

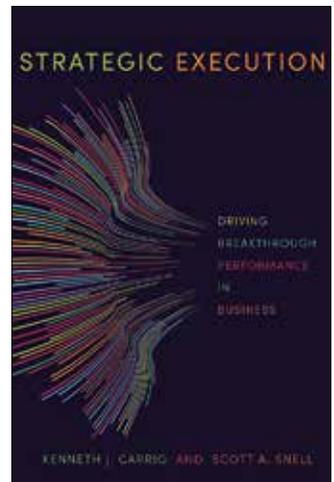
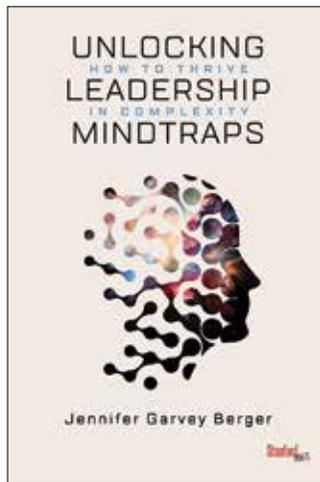
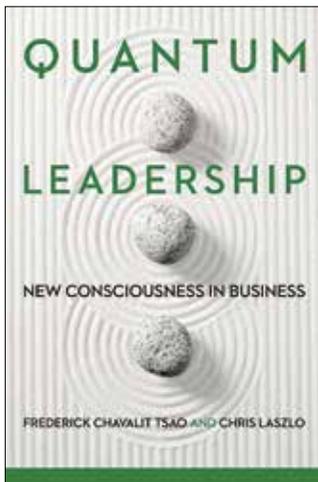
*“This book puts leveraging tradeoffs instead of romanticizing shared values at the center stage of managerial decision-making and offers rare insights on how to combine humility, inspiration, and aspiration in business. A must-read for anyone interested in the potential of companies to do more than generate profits.”*

—Johanna Mair,  
Stanford Center on Philanthropy and Civil Society

*“This book outlines the critical criteria and a process of inquiry needed to make better business decisions, especially in today’s ever-changing stakeholder environment.”*

—Dave Stangis,  
Chief Sustainability Officer and Vice President  
of Corporate Responsibility, Campbell Soup Company

232 pages, September 2019  
9781503607972 Cloth \$28.00 **\$22.40 sale**



**Quantum Leadership**  
*New Consciousness in Business*  
Frederick Chavalit Tsao and  
Chris Laszlo

In this new book, Frederick Chavalit Tsao and Chris Laszlo argue that current approaches to leadership fail to produce positive outcomes for either businesses or the communities they serve. Employee disengagement and customer fickleness remain high, resulting in a lack of creativity and collaboration at all levels of entrepreneurial activity. Investor demand for Environmental, Social, and Governance (ESG) continues to be poorly integrated into profit strategies.

Drawing on extensive research, this book shows how changing a person's consciousness is the most powerful lever for unlocking his or her leadership potential to create wealth and serve humankind. The journey to higher consciousness changes people at a deep intuitive level, combining embodied experience with analytic-cognitive skill development. Readers will come away with a deep understanding of quantum leadership and the day-to-day practices that can help them achieve greater effectiveness and wellbeing at work.

272 pages, July 2019  
9781503600331 Cloth \$30.00 **\$24.00 sale**

**Unlocking Leadership**  
**Mindtraps**  
*How to Thrive in Complexity*  
Jennifer Garvey Berger

Author and consultant Jennifer Garvey Berger has worked with all types of leaders – from top executives at Google to nonprofit directors who are trying to make a dent in social change. She hears a version of the same plea from every client in nearly every sector around the world: “I know that complexity and uncertainty are testing my instincts, but I don't know which to trust. Is there some way to know what to do when I can't know what's next?”

Her newest work is an answer to this plea. Using her background in adult development, complexity theories, and leadership consultancy, Garvey Berger discerns five pernicious and pervasive “mind traps” to frame the book. These are: the desire for simple stories, our sense that we are right, our desire to get along with others in our group, our fixation with control, and our constant quest to protect and defend our egos.

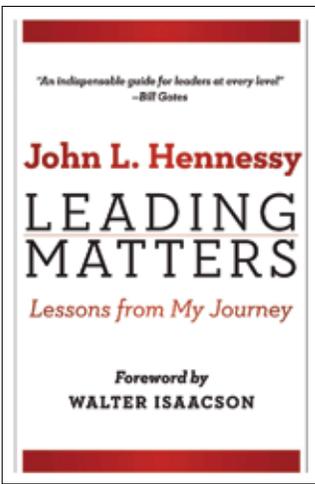
**Stanford**  
**BRIEFS**

168 pages, January 2019  
9781503609013 Paper \$14.00 **\$11.20 sale**

**Strategic Execution**  
*Driving Breakthrough Performance*  
*in Business*  
Kenneth J. Carrig and  
Scott A. Snell

CEOs regularly identify strategic execution as their biggest challenge, and the top priority facing today's business leaders. Based on their research with senior executives across a variety of industries—and including firms like Marriott, Microsoft, SunTrust, UPS, and Vail Resorts—Kenneth J. Carrig and Scott A. Snell have distilled the elements that are most critical for execution. This book addresses the challenges of execution, why it matters, and why the approach remains elusive. It introduces an integrated framework for understanding four priorities underlying execution excellence. Ultimately, it all comes down to alignment, agility, ability, and architecture. The authors lay out a process for applying the framework, helping business leaders to diagnose their challenges and to determine their path toward breakthrough performance.

240 pages, September 2019  
9781503603592 Cloth \$35.00 **\$28.00 sale**



## Leading Matters

*Lessons from My Journey*

John L. Hennessy,  
Foreword by Walter Isaacson

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

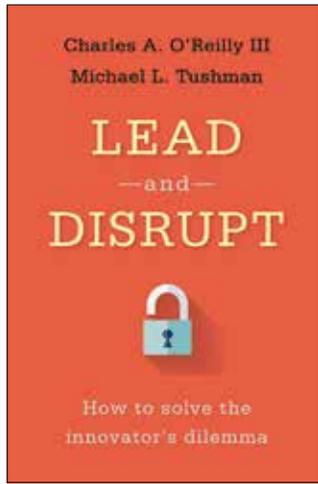
He discusses the pivotal role that humility, authenticity and trust, service, empathy, courage, collaboration, innovation, intellectual curiosity, storytelling, and legacy have all played in his prolific, interdisciplinary career.

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; and Phil Knight, founder of Nike and philanthropist with whom Hennessy cofounded Knight-Hennessy Scholars at Stanford University.

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

—Bill Gates

200 pages, 2018  
9781503608016 Cloth \$24.00 **\$19.20 sale**



## Lead and Disrupt

*How to Solve the Innovator's Dilemma*

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

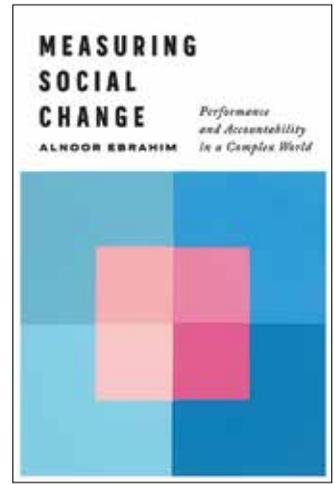
A startling fact: companies large and small are shuttering more quickly than ever. Innovation guru Clayton M. Christensen has been pessimistic about whether established firms can prevail in the face of disruption, but Charles A. O'Reilly III and Michael L. Tushman know they can!

*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 \$30.00 **\$24.00 sale**



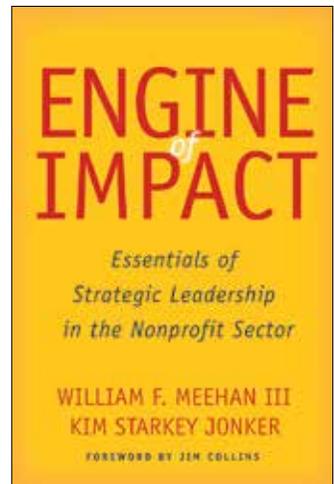
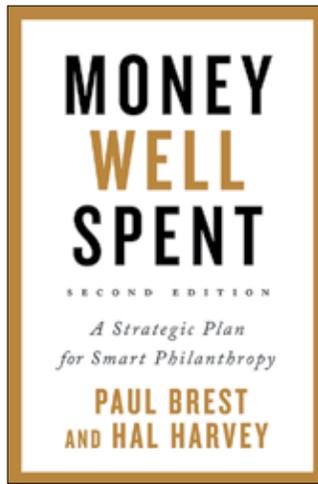
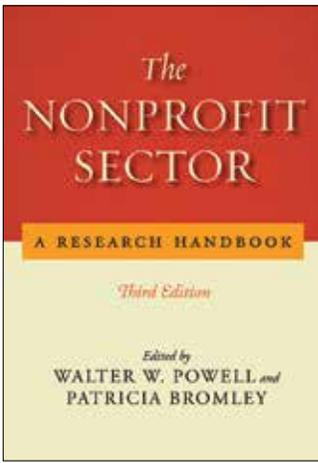
## Measuring Social Change

*Performance and Accountability in a Complex World*

Alnoor Ebrahim

Alnoor Ebrahim addresses one of the fundamental dilemmas facing leaders as they navigate change in the social sector: performance measurement. How can they track performance towards worthy goals such as reducing poverty or climate change, improving public health, or advancing human rights? What results can they reasonably measure and legitimately take credit for? This book tackles three core challenges of performance faced by social enterprises and nonprofit organizations alike: what to measure, what kinds of performance systems to build, and how to align multiple demands for accountability. It lays out four different types of strategies for managers to consider—niche, integrated, emergent, and ecosystem—and details the types of performance measurement and accountability systems best suited to each. Finally, this book examines the roles of funders such as impact investors, philanthropic foundations, and international aid agencies, and details how they can best enable meaningful performance measurement.

320 pages, July 2019  
9781503601406 Cloth \$30.00 **\$24.00 sale**



## The Nonprofit Sector

*A Research Handbook,  
Third Edition*

Edited by Walter W. Powell and  
Patricia Bromley

The nonprofit sector has changed in fundamental ways in recent decades. As the sector has grown in scope and size, both domestically and internationally, the boundaries between for-profit, governmental, and charitable organizations have become intertwined. Nonprofits are increasingly challenged on their roles in mitigating or exacerbating inequality. *The Nonprofit Sector* takes up these concerns and offers a cutting-edge empirical and theoretical assessment of the state of the field.

This book, now in its third edition, brings together leading researchers—economists, historians, philosophers, political scientists, and sociologists along with scholars from communication, education, law, management, and policy schools—to investigate the impact of associational life. Chapters consider the history of the nonprofit sector and of philanthropy; the politics of the public sphere; governance, mission, and engagement; and global perspectives on nonprofit organizations.

970 pages, April 2020  
9781503608047 Paper \$50.00 **\$40.00 sale**

## Money Well Spent

*A Strategic Plan for Smart  
Philanthropy, Second Edition*

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.

The authors 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. 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.

392 pages, 2018  
9781503602618 Cloth \$30.00 **\$24.00 sale**

NEW IN PAPERBACK

## Engine of Impact

*Essentials of Strategic Leadership  
in the Nonprofit Sector*

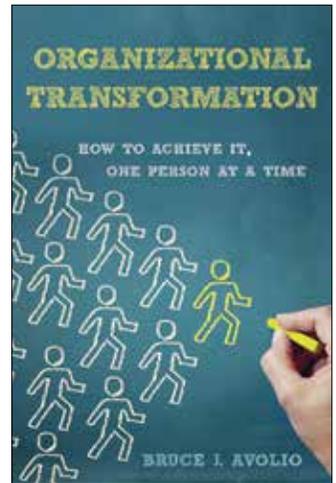
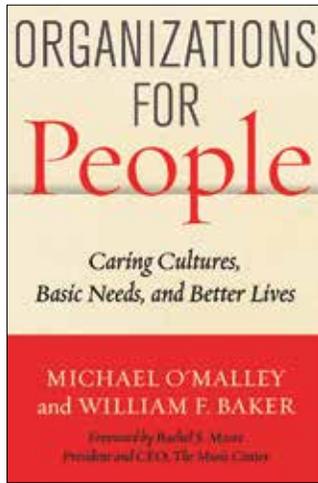
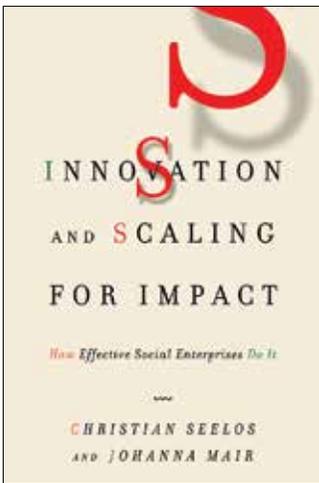
William F. Meehan III and  
Kim Starkey Jonker,  
Foreword by Jim Collins

We are entering a new era—an era of impact. The largest intergenerational 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, September 2019  
9781503603615 Paper \$20.00 **\$16.00 sale**



NEW IN PAPERBACK

## Innovation and Scaling for Impact

*How Effective Social Enterprises Do It*

Christian Seelos and Johanna Mair

*Innovation and Scaling for Impact* forces us to reassess how social sector organizations create value. Drawing on a decade of research, Christian Seelos and Johanna Mair reveal an overlooked nexus between investments that might not pan out (innovation) and expansion based on existing strengths (scaling). In the process, it becomes clear that managing this tension is a difficult balancing act that fundamentally defines an organization and its impact. And common innovation pathologies often derail organizations by thwarting their efforts to juggle these imperatives. With four rich case studies, the authors detail innovation archetypes that effectively sidestep these pathologies and blend innovation with scaling.

*“A timely corrective to commonly held myths in the social sector, this book has potential to save entrepreneurs much heartache and confusion.”*

—Sarah Soule,  
Stanford University

256 pages, September 2019  
9781503611610 Paper \$25.00 **\$20.00 sale**

## Organizations for People

*Caring Cultures, Basic Needs, and Better Lives*

For many years, there has been quite a bit of talk about employee engagement as a means to lift corporate profits and reduce absenteeism and turnover. However, this talk has not produced better companies. In fact, the evidence shows that incivility and instances of employee abuse are getting worse. The companies featured in this book see it as their mission to offer people a better, more fulfilling life for themselves, and assist with that holistic journey by providing the organizational elements people need to reach their potential. They do this first by creating respectful and kind cultures that treat every person as an equal, sentient partner in the success of the company. Second, they diligently work to satisfy people’s basic needs: financial security, belonging, meaning, autonomy, self-confidence, and growth. By providing a place where people can do their best work and thrive as individuals and as members of a cohesive community, everyone profits.

248 pages, October 2019  
9781503602540 Cloth \$35.00 **\$28.00 sale**

## Organizational Transformation

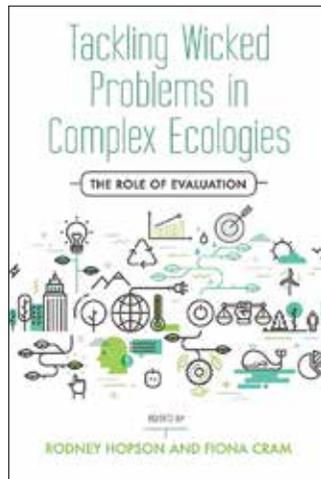
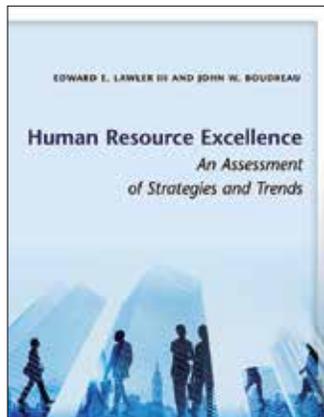
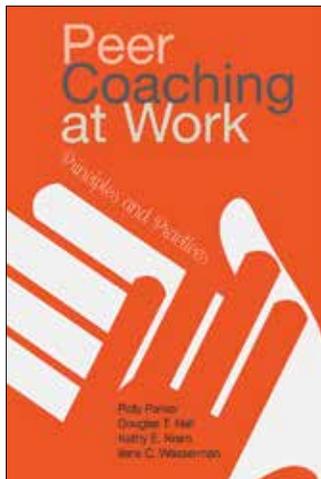
*How to Achieve It, One Person at a Time*

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, 2018  
9780804797931 Cloth \$35.00 **\$28.00 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

## Human Resource Excellence *An Assessment of Strategies and Trends*

Edward E. Lawler III and  
John W. Boudreau

*Human Resource Excellence* delivers the newest findings about what makes HR successful and how it can add value to today's organizations.

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.

*"Lawler and Boudreau's ideas are conceptually innovative, research-based, and useful for anyone committed to advancing HR."*

—David Ulrich,  
University of Michigan

## 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.

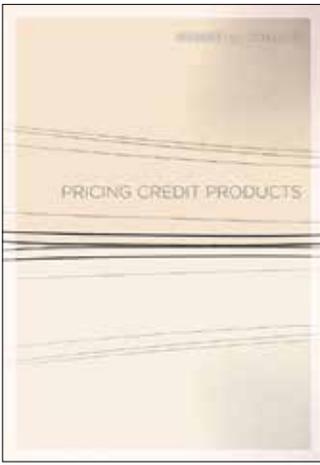
*"The editors have assembled a group of internationally renowned contributors to demonstrate how a complex ecology lens can benefit evaluative thinking and practice."*

—J. Bradley Cousins,  
University of Ottawa

216 pages, 2018  
9780804797092 Cloth \$28.00 **\$22.40 sale**

208 pages, 2018  
9781503603912 Paper \$45.00 **\$36.00 sale**

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



## Pricing Credit Products

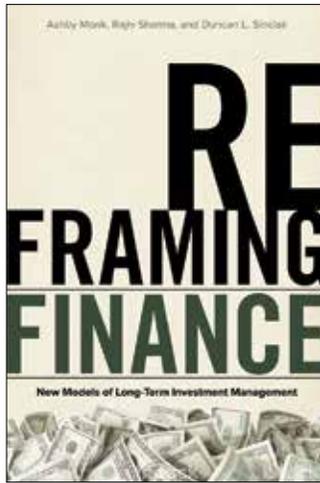
Robert L. Phillips

In the wake of the 2008 financial crisis, it became apparent that pricing loans in a way that is profitable for lenders and sensitive to risk is anything but simple. 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, such as market segmentation, targeting customers, and machine learning and optimization, to responsibly improve the profitability of their loans. It is a go-to resource for academics and professionals alike, particularly lenders who are looking for ways to do better business in an increasingly competitive (and regulated) market.

*“Bob Phillips is the preeminent authority on and intellectual father of price optimization in retail banking. As banks globally are implementing data-driven approaches to pricing, this is required reading.”*

—Frank Rohde,  
CEO, Nomis Solutions

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



NEW IN PAPERBACK

## Reframing Finance

*New Models of Long-Term Investment Management*

Ashby Monk, Rajiv Sharma, and Duncan L. Sinclair

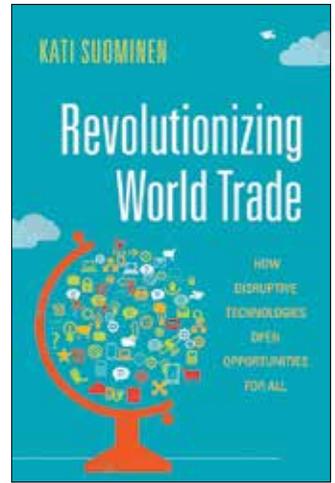
Beneficiary organizations—like pension funds, sovereign wealth funds, endowments, and foundations—are seeking ways to mitigate the risk of their investments and make better financial decisions. This book argues that institutional investors would better serve their long-term goals by putting money into large-scale, future-facing projects such as infrastructure, green energy, and innovation in agriculture. Drawing on key contributions in economic sociology, social network theory, and economics, the book conceptualizes a collaborative model of investment: large investors contribute more directly to private market assets, while financial intermediaries seek to foster co-investment partnerships, better aligning incentives for all.

*“Finally, a manifesto for the future of finance that is informed, and takes seriously what can be accomplished in the long-term. This book is pathbreaking!”*

—Gordon L. Clark,  
Oxford University

STANFORD ECONOMICS AND FINANCE

216 pages, September 2019  
9781503611603 Paper \$28.00 **\$22.40 sale**



## Revolutionizing World Trade

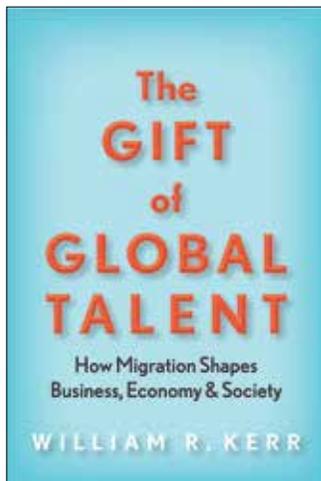
*How Disruptive Technologies Open Opportunities for All*

Kati Suominen

Globalization has dominated world trade policy-making and guided hundreds of billions of dollars in business-investments and development spending for almost three decades. But we are now on the cusp of a new era. *Revolutionizing World Trade* argues that technologies such as e-commerce, 3D printing, 5G, the Cloud, blockchain, and artificial intelligence are revolutionizing the economics of trade and global production, empowering businesses of all sizes to make, move, and market products and services worldwide and with greater ease than ever before. The twin forces of digitization and trade are changing the patterns, players, politics, and possibilities of world trade, and can reinvigorate global productivity growth. This book uses new empirical evidence and policy experiences to examine the clash between emerging possibilities in world trade and outdated policies and institutions, offering several policy recommendations for navigating these obstacles to catalyze growth and development around the world.

EMERGING FRONTIERS IN THE GLOBAL ECONOMY

352 pages, November 2019  
9781503610712 Paper \$30.00 **\$24.00 sale**



**The Gift of Global Talent**  
*How Migration Shapes Business, Economy & Society*

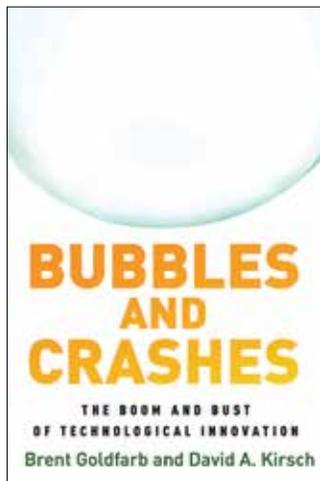
William R. Kerr

*The Gift of Global Talent* deftly explores why talented migration drives the knowledge economy, describes how universities and firms govern skilled admissions, explains the controversies of the H-1B visa used by firms like Google and Apple, and discusses the economic inequalities and superstar firms that global talent flows produce. Examining popular ideas and 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.

*“This is a clear-eyed exposition of how talent moves around the world and why so much lands in the United States. This is a must-read for policy makers.”*

—Janet Napolitano

256 pages, 2018  
9781503605022 Cloth \$28.00 **\$22.40 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

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



**Beyond Technonationalism**  
*Biomedical Innovation and Entrepreneurship in Asia*

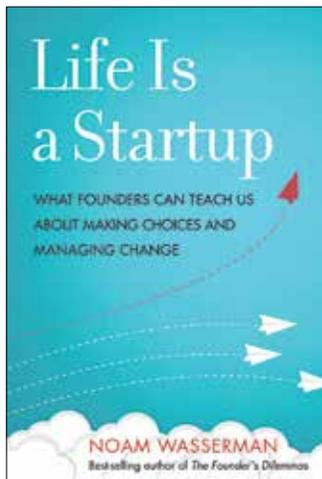
Kathryn C. Ibata-Arens

What accounts for the rapid and sustained economic growth of biomedicals in Asia?

To answer this question, Kathryn Ibata-Arens integrates global and national data with original fieldwork to present a conceptual framework that considers how national governments have managed key factors, like innovative capacity, government policy, and firm-level strategies. Taking China, India, Japan, and Singapore in turn, she compares each country's underlying competitive advantages. What emerges is an argument that countries pursuing networked technonationalism (NTN) effectively upgrade their capacity for innovation and encourage entrepreneurial activity in targeted industries. In contrast to countries that engage in classic technonationalism—like Japan's developmental state approach—networked technonationalists are global minded to outside markets, while remaining nationalistic within the domestic economy.

**INNOVATION AND TECHNOLOGY IN THE WORLD ECONOMY**

352 pages, April 2019  
9781503605473 Cloth \$70.00 **\$56.00 sale**



## Life Is a Startup

*What Founders Can Teach Us about Making Choices and Managing Change*

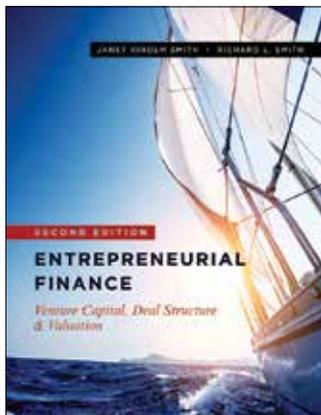
Noam Wasserman

Like entrepreneurs, we all deal with uncertainty, tough decision-making, and 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—Noam 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*, and *Give and Take*

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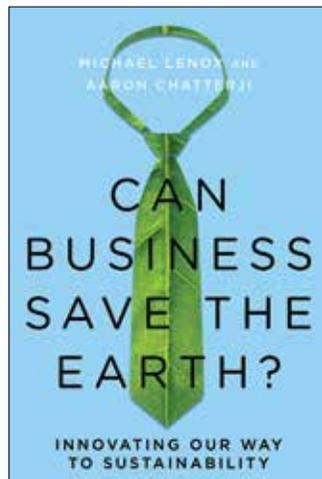
## Entrepreneurial Finance

*Venture Capital, Deal Structure & Valuation, Second Edition*

Janet Kiholm Smith and  
Richard L. Smith

Through a combination of theory and methods, this book prepares readers for a wide variety of situations that stakeholders confront in an entrepreneurial venture, teaching them how to think from the investor's perspective. The second edition is thoroughly revised to reflect new data, research, and changes in practice in this fast-moving field. It has an increased focus on venture capital, while maintaining its hallmark coverage of the financial aspects of entrepreneurship. Updates throughout address technological changes that have the potential to dramatically change the landscape for finance. These include: blockchain, cryptocurrency, crowdfunding, artificial intelligence and machine learning, and internet connectivity (IoT). Lastly, the book offers a useful suite of resources for students and instructors alike, including: spreadsheets, templates, simulation applications, and interactive cases and tutorials that are available for download.

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## Can Business Save the Earth?

*Innovating Our Way to Sustainability*

Michael Lenox and  
Aaron Chatterji

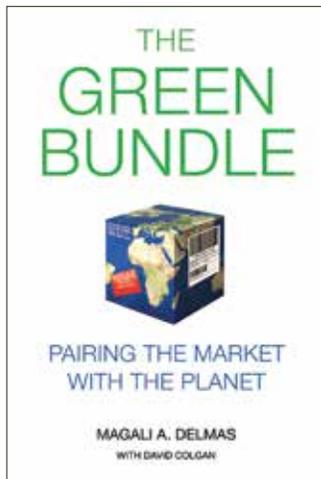
Increasingly, business leaders are tasked with developing new products, services, and business models that minimize environmental impact while driving economic growth. It's a tall order—and a call that is only getting louder.

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

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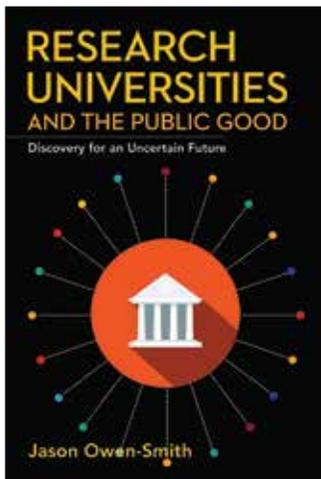


**The Green Bundle**  
*Pairing the Market with the Planet*  
 Magali A. Delmas with  
 David Colgan

The market for green products has expanded rapidly over the last decade, but most consumers need something more than eco-benefits to motivate their purchases. Magali A. Delmas and David Colgan 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.

Combining insights from sustainable business and behavioral economics, Delmas and Colgan show managers how to lead buyers from information to action. This book is a research-based, practical guide for understanding how companies can create the next tipping point in green consumption.

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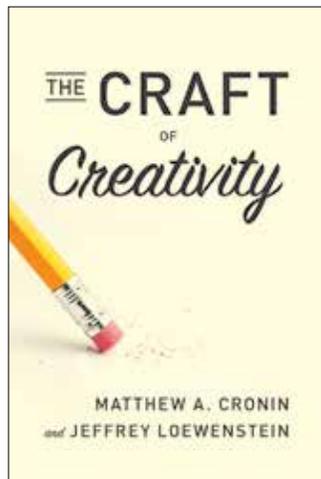


**Research Universities and the Public Good**  
*Discovery for an Uncertain Future*  
 Jason Owen-Smith

In a political climate that is skeptical of hard-to-measure outcomes, 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. *Research Universities and the Public Good* offers a unique view of how universities work, what their purpose is, and why they are important.

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.

**INNOVATION AND TECHNOLOGY IN THE WORLD ECONOMY**  
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**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.”*

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