BUSINESS

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This book offers the first introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of “yield management” in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable.

With updates to every chapter, this second edition covers topics such as estimation of price-response functions and machine-learning-based price optimization. New discussions of applications of dynamic pricing and revenue management by companies such as Amazon, Uber, and Disney, and in industries such as sports, theater, and electric power, are also included. In addition, the book provides current coverage of important applications such as revenue management, markdown management, customized pricing, and the behavioral economics of pricing.

504 pages, February 2021
9781503610002 Cloth $70.00 $56.00 sale
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, innovation in agriculture, and real estate development. The authors conceptualize a collaborative model of investment that is already becoming increasingly common: 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, has vision, and takes seriously what can be accomplished in the long-term. This book is pathbreaking!”
—Gordon L. Clark, Oxford University

632 pages, 2019
9781503605219 Cloth $90.00 $72.00 sale
The Power of Being Divisive
Understanding Negative Social Evaluations
Thomas J. Roulet

In the last decade, research on negative social evaluations, from adverse reputation to extreme stigmatization, has burgeoned across a wide range of disciplines from sociology to management and ethics. Thomas Roulet offers in this new book a framework for understanding not only how individuals and organizations can survive in an age of increasing scrutiny, but how negative social evaluations can surprisingly yield positive results. A growing body of work has begun to show that being “up against the rest” is an active driver of corporate identity, and that firms that face strong public hostility can benefit from internal bonding. Synthesizing this work with his original research, Roulet addresses an important gap by providing a broader perspective to link the antecedents and consequences of negative social evaluations. Moreover, he reveals the crucial function of media in establishing conditions in which public disapproval can used to strategic advantage.

536 pages, June 2020
9780804771764 Cloth $70.00 $66.00 sale

Organizations for People
Caring Cultures, Basic Needs, and Better Lives
Michael O’Malley and William F. Baker

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, 2019
9781503602540 Cloth $35.00 $28.00 sale

Dispute System Design
Preventing, Managing, and Resolving Conflict
Lisa Blomgren Amsler, Janet K. Martinez, and Stephanie E. Smith

Dispute System Design walks readers through the art of successfully designing a system for preventing, managing, and resolving conflicts and legally-framed disputes. Drawing on decades of expertise as instructors and consultants, the authors show how dispute system design can be used within all types of organizations, including business firms, nonprofit organizations, and international and transnational bodies.

“This book is a significant and comprehensive introduction to creating dispute processes that are fair and effective in a variety of environments. With its clear analytic focus on design, practice, and ethics, this book should be of great use in professional settings from law, business, and public policy to social work, education, and international relations.”

—Carrie Menkel-Meadow, University of California, Irvine

536 pages, June 2020
9780804771764 Cloth $70.00 $66.00 sale
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.

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.

Ecosystem Edge
*Sustaining Competitiveness in the Face of Disruption*
Arnoud De Meyer and Peter J. Williamson

While traditional companies know how to assemble and manage supply chains, leading the development of a vibrant ecosystem requires a different set of capabilities. *Ecosystem Edge* illustrates how executives need to leave notions of command and control behind in favor of strategies that will attract partners, stimulate learning, and promote the overall health of the network. To understand the practical steps executives can take to achieve this, the authors focus on eight core examples that cross industries and continents: Alibaba Group, Amazon.com, ARM, athenahealth, Dassault Systèmes S.E., The Guardian, Rolls-Royce, and Thomson Reuters. By following the principles outlined in this book, leaders can learn how to unlock rapid innovation, tap into new and original sources of value, and practice organizational flexibility. As a result, companies can gain the ecosystem edge, a key advantage in responding to the challenges of disruption that business sees all around it today.
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, 2019
9781503600331 Cloth $30.00  $24.00 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.

“This is a must-read for anyone wanting to know what best-in-class leadership should look like today.”
—Rob Katz, CEO, Vail Resorts

240 pages, 2019
9781503603592 Cloth $35.00  $28.00 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. Covering a comprehensive range of topics, The Nonprofit Sector makes an essential contribution to the study of civil society.

888 pages, April 2020
9781503608047 Paper $50.00  $40.00 sale
The Quest for Attention
Nonprofit Advocacy in a Social Media Age
Chao Guo and Gregory D. Saxton
This book seeks to unpack the prevalence, mechanisms, and ramifications of a new model for nonprofit advocacy in a social media age. The keyword for this new model is **attention**. Advocacy always starts with attention: when an organization speaks out on a cause, it must ensure that it has an audience and that its voice is heard by that audience; it must ensure that current and potential supporters are paying attention to what it has to say before expecting more tangible outcomes. Yet the organization must also ensure that advocacy does not end with attention: attention should serve as a springboard to something greater. The authors elaborate how attention fits into contemporary organizations’ advocacy work and explain the key features of social media that are driving the quest for attention.

“This book is required reading for those who seek to understand this new world of social change.”
—John McNutt, University of Delaware

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.

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

256 pages, July 2020
9781503613072 Paper $26.00 $20.80 sale

280 pages, 2019
9781503601406 Cloth $30.00 $24.00 sale
9781503603615 Paper $20.00 $16.00 sale
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 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

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.

“...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 Scaling for Impact How Effective Social Enterprises Do It Christian Seelos and Johanna Mair

Innovation and Technology in the World Economy

Innovation and Technology in the World Economy

Beyond Technonationalism Biomedical Innovation and Entrepreneurship in Asia

Research Universities and the Public Good Discovery for an Uncertain Future

Innovation and Scaling for Impact How Effective Social Enterprises Do It

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Research Universities and the Public Good Discovery for an Uncertain Future
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 ecommerce, 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.

Unwitting Architect
German Primacy and the Origins of Neoliberalism
Julian Germann

The global rise of neoliberalism since the 1970s is widely seen as a dynamic originating in the United States and the United Kingdom, and only belatedly and partially repeated by Germany. This book challenges this ruling narrative conceptually and empirically. It recasts the genesis of neoliberalism as a process driven by a plenitude of actors, ideas and interests. And it lays bare the pragmatic reasoning and counter-intuitive choices of German crisis managers that are obscured by this master story.

Drawing on extensive original archival research, Unwitting Architect argues that German officials did not intentionally set out to promote neoliberal change. Instead they were more intent on preserving Germany’s export markets and competitiveness in order to stabilize the domestic compact between capital and labor.

EMERGING FRONTIERS IN THE GLOBAL ECONOMY
304 pages, January 2021
9781503609846 Cloth $65.00 $52.00 sale

EMERGING FRONTIERS IN THE GLOBAL ECONOMY
360 pages, 2019
9781503610712 Paper $30.00 $24.00 sale
Permanent Revolution
Reflections on Capitalism
Wyatt Wells

Permanent Revolution examines the development and workings of capitalism and its influence on the broader society. Economic innovation, the role of financial markets, the business cycle, how markets operate, and the position of labor in capitalist economies, as well as how capitalism affects the law, politics, religion, and even the arts are covered by the author. This discussion is grounded in history and ranges broadly, delving into how capitalism reshapes the broader society. The system creates wealth in new and, often, unexpected places, and it constantly moves people physically and socially. The result revolutionizes society. Traditional structures based on deference and long experience gradually collapse because they no longer correspond to social reality. Capitalist societies must devise ways to accommodate constant change in politics, religion, and more. Much of the diversity, liberty, and flexibility we associate with modern society are the product of capitalist development.

Stanford Briefs

192 pages, March 2020
9781503612372 Paper $14.00  $11.20 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, President of the University of California

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, 2019
9780804793834 Cloth $35.00  $28.00 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.

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, 2018  
9780804790994 Cloth $30.00 $24.00 sale

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 argue 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.

288 pages, 2018  
9781503606418 Paper $30.00 $24.00 sale

Dreams of the Overworked  
Living, Working, and Parenting in the Digital Age  
Christine M. Beckman and Melissa Mazmanian

In Dreams of the Overworked, Christine M. Beckman and Melissa Mazmanian offer vivid sketches of daily life for nine families, capturing what it means to live, work, and parent in a world of impossible expectations, now amplified unlike ever before by smart devices. We are invited into homes and offices, where we recognize the crushing pressure of unraveling plans, and the healing warmth of being together. As technologies empower us to do more, they also promise limitless availability and connection. The stories in this book challenge the seductive myth of the phone-clad individual, by showing that beneath the plastic veneer of technology is a complex, hidden system of support—our dreams being scaffolded by retired in-laws, friendly neighbors, spouses, and paid help. This book makes a compelling case for celebrating these structures by supporting public policies and community organizations, challenging workplace norms, and reimagining family.

312 pages, June 2020  
9781503602557 Cloth $28.00 $22.40 sale