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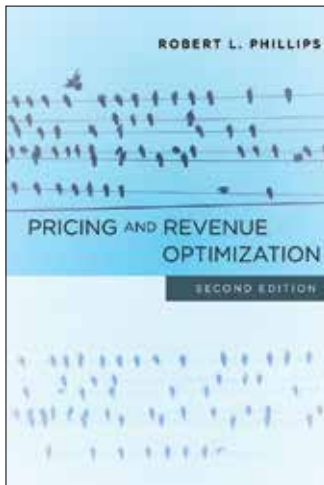
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Pricing and Revenue Optimization Second Edition

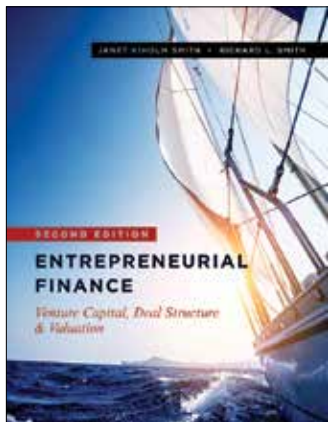
Robert L. Phillips

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**



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.

632 pages, 2019
9781503603219 Cloth \$90.00 **\$72.00 sale**



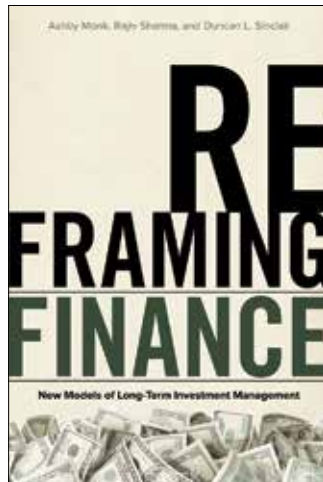
The Technologized Investor

Innovation through Reorientation

Ashby H.B. Monk and Dane Rook

Institutional investors underpin our capitalist world, and could play a major role in addressing some of the greatest challenges to society such as climate change, the ballooning wealth gap, declining infrastructure, aging populations, and the need for stable funding for the sciences and arts. Advanced technology can help institutional investors deliver the funds needed to tackle these grave challenges. *The Technologized Investor* is a practical guide showing how institutional investors can gain the capabilities for deep innovation by reorienting their strategies and organizations around advanced technology. It dissects why technology has historically failed institutional investors and recommends realistic changes that they can make to unlock technological superpowers. Grounded in the actual experiences of institutional investors from around the globe, it's a unique reference manual for practitioners on how to reboot their organizations for long-term performance.

232 pages, April 2020
9781503608696 Cloth \$30.00 **\$24.00 sale**



Reframing Finance

New Models of Long-Term Investment Management

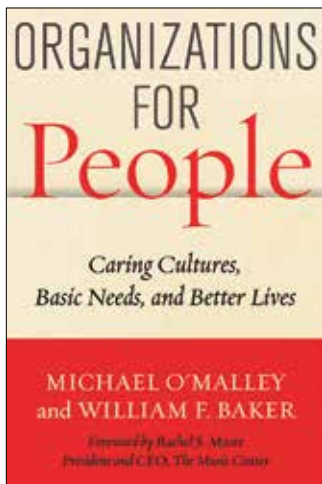
Ashby Monk, Rajiv Sharma, and
Duncan L. Sinclair

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, 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

STANFORD ECONOMICS AND FINANCE
216 pages, 2019
9781503611603 Paper \$28.00 **\$22.40 sale**

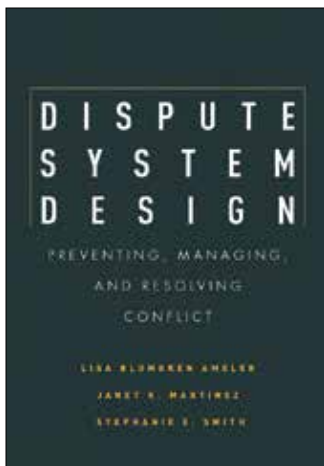


Organizations for People *Caring Cultures, Basic Needs, and Better Lives*

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*

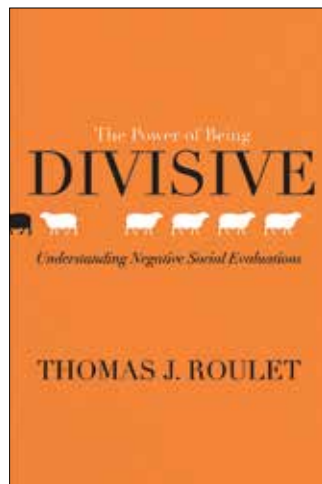
Lisa Blomgren Amsler,
Janet K. Martinez, and
Stephanie E. Smith

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
978080871764 Cloth \$70.00 **\$56.00 sale**

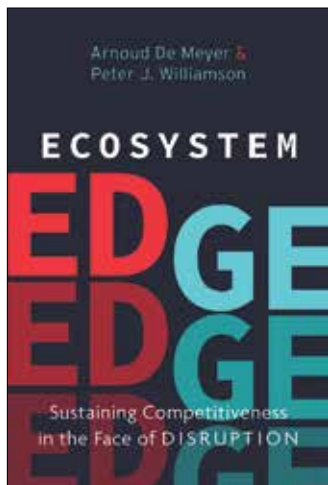


The Power of Being Divisive *Understanding Negative Social Evaluations*

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 be used to strategic advantage.

224 pages, September 2020
9781503608207 Cloth \$40.00 **\$32.00 sale**

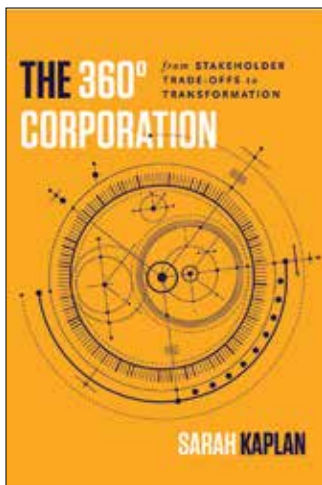


Ecosystem Edge *Sustaining Competitiveness in the Face of Disruption*

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.

224 pages, April 2020
9781503610217 Cloth \$35.00 **\$28.00 sale**

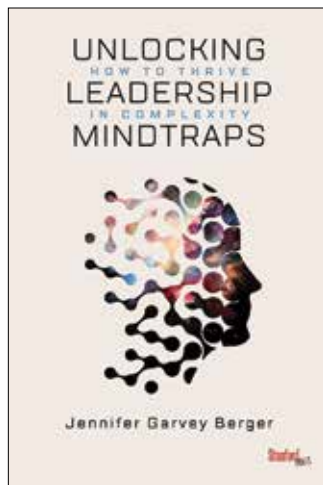


The 360° Corporation *From Stakeholder Trade-offs to Transformation*

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.

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



Unlocking Leadership Mindtraps *How to Thrive in Complexity*

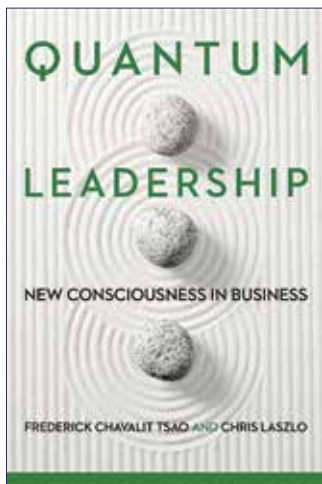
Jennifer Garvey Berger

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, 2019
9781503609013 Paper \$14.00 **\$11.20 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, 2019
9781503600331 Cloth \$30.00 **\$24.00 sale**



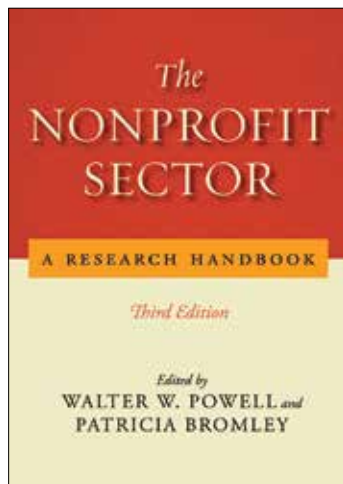
Strategic Execution
Driving Breakthrough Performance in Business
Kenneth J. Carrig and
Scott A. Snell

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**

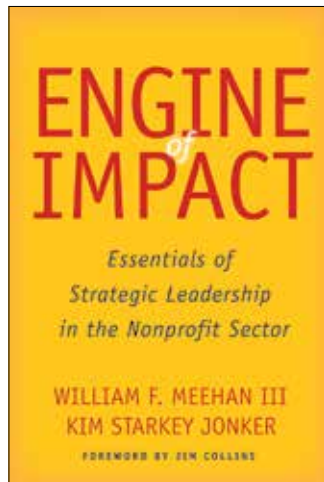
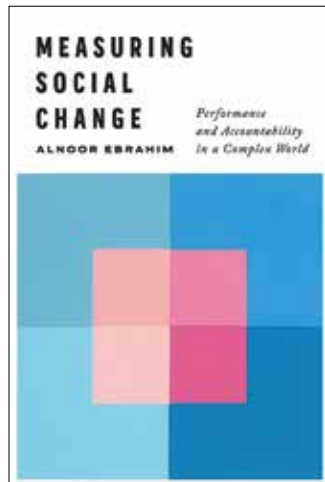
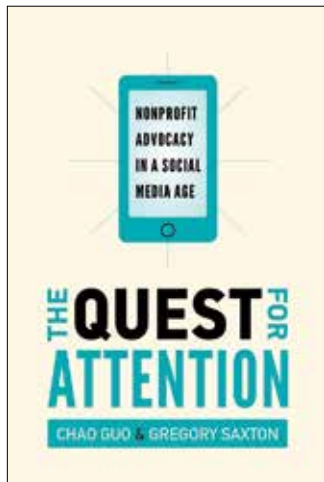


The Nonprofit Sector
A Research Handbook, Third Edition
Edited by Walter W. Powell and
Patricia Bromley

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

256 pages, July 2020
9781503613072 Paper \$26.00 **\$20.80 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, 2019
9781503601406 Cloth \$30.00 **\$24.00 sale**

NOW IN PAPERBACK

Engine of Impact

Essentials of Strategic Leadership in the Nonprofit Sector

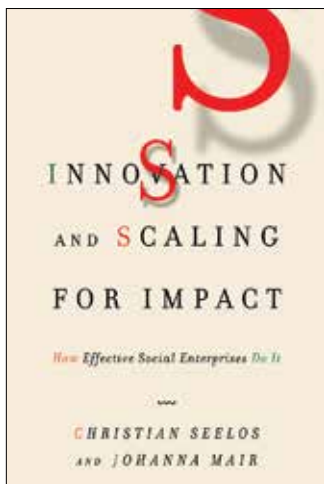
William F. Meehan III and
Kim Starkey Jonker,
Foreword by Jim Collins

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, 2019
9781503603615 Paper \$20.00 **\$16.00 sale**



NOW 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, 2019

9781503611610 Paper \$25.00 **\$20.00 sale**



Beyond Technonationalism

Biomedical Innovation and Entrepreneurship in Asia

Kathryn C. Iбата-Arens

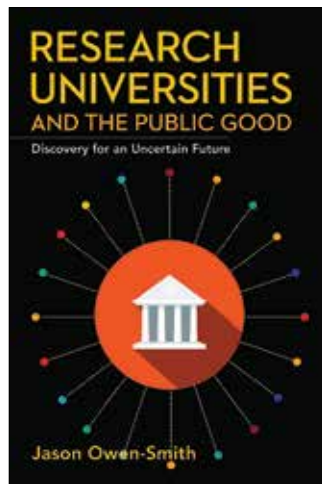
What accounts for the rapid and sustained economic growth of biomedical in Asia?

To answer this question, Kathryn Iбата-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, 2019

9781503605473 Cloth \$70.00 **\$56.00 sale**



NOW IN PAPERBACK

Research Universities and the Public Good

Discovery for an Uncertain Future

Jason Owen-Smith

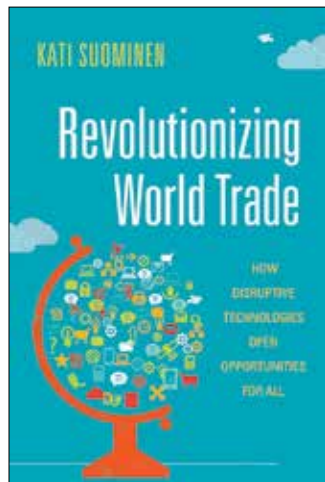
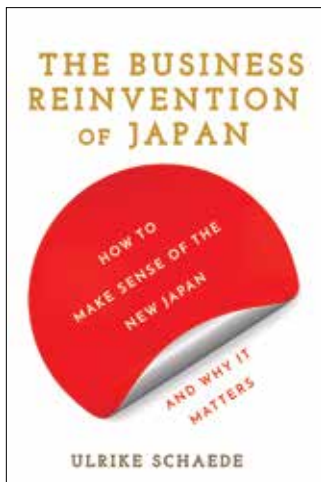
In a political climate that is skeptical of hard-to-measure outcomes, public funding for research universities is under threat. But if we scale back support for these institutions, we also cut off a key source of value creation in our economy and society. *Research Universities and the Public Good* offers 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

232 pages, November 2020

9781503615038 Paper \$25.00 **\$20.00 sale**



The Business Reinvention of Japan

How to Make Sense of the New Japan and Why It Matters

Ulrike Schaeede

After two decades of restructuring, Japan is re-emerging as a major player in the new digital economy. Japanese firms now anchor many global supply chains with technology leadership in advanced components and materials, and quietly global manufacturing has become dependent on Japanese inputs. Japan offers an alternative model of 'caring capitalism' that is both competitive and more socially adaptable than the U.S. 'slash-and-burn' approach. This new book offers an in-depth exploration of current Japanese business strategies that make Japan the world's third largest economy, a chief contributor to many global supply chains, and an economic leader within Asia. It also shows how Japan is reinventing its systems of employment, governance, and innovation to compete in the digital transformation. Central to the book is that Japan's reinvention has been triggered by the rise of China and the globalization of supply chains.

280 pages, June 2020
9781503612259 Cloth \$30.00 **\$24.00 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

360 pages, 2019
9781503610712 Paper \$30.00 **\$24.00 sale**

Unwitting Architect

German Primacy and the Origins of Neoliberalism

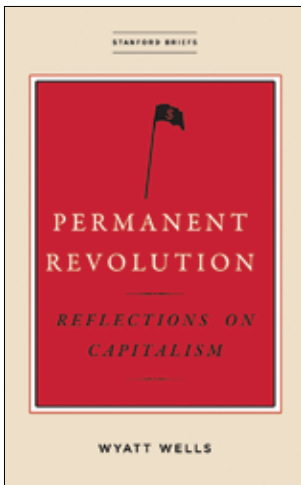
Julian Germann

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 plentitude 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**

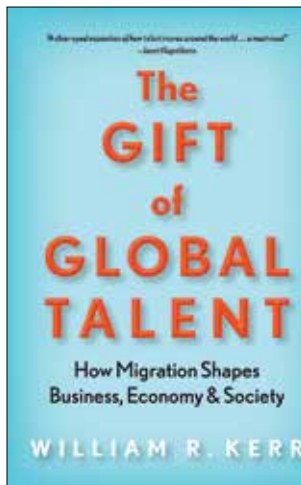


Permanent Revolution
Reflections on Capitalism
Wyatt Wells

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**



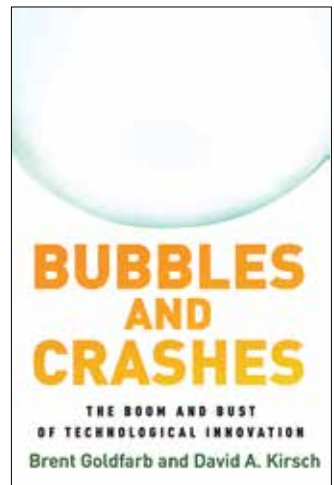
The Gift of Global Talent
*How Migration Shapes Business,
Economy & Society*
William R. Kerr

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.

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The Green Bundle

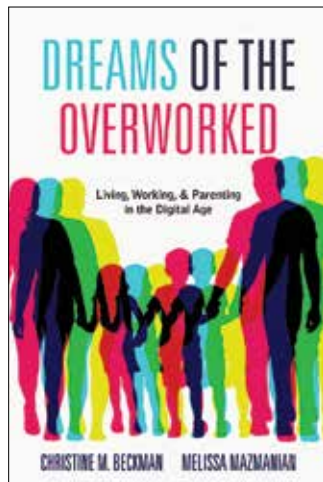
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Magali A. Delmas with David Colgan

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Christine M. Beckman and Melissa Mazmanian

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