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Transformational design leadership at scale requires leaders who design the design function, establish a thriving environment for the creative team, and shape the design organization to drive progress, advance innovation, and enhance meaningful customer experiences.

To examine the foundations of successful design leadership, the authors performed extensive in-depth interviews with design leaders working for Fortune 500 organizations across industries. Based on these insights, Design Leadership Ignited delineates a pathway to design excellence, which includes establishing a forward-looking strategy and an adequate organizational structure for the design function, empowering the design team, and scaling the impact of design across the entire organization. This book takes the position that a core challenge in the journey towards design excellence is the need to recognize and balance the often-contradictory objectives and activities that design leaders encounter. Combining their practitioner experience and research, the authors provide a framework to embrace the complexity of design leadership that will elevate design at scale.
Lead and Disrupt is a must-read for any legacy company or startup. Disruption is a constant, and companies must have a passion for growth in a volatile world. This book gives you a framework. The concepts around ideation, incubation and scaling are fresh and well documented. More importantly, I have seen them work in companies large and small.

—Jeff Immelt, former Chairman and CEO, General Electric

**Lead and Disrupt**

How to Solve the Innovator’s Dilemma, Second Edition

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

FULLY REVISED, THIS SECOND EDITION OFFERS A PROVEN STRATEGY FOR USING AMBIDEXTERTY TO BUILD DISCONTINUOUS GROWTH FOR MATURE ORGANIZATIONS AND HEDGE AGAINST DISRUPTIVE CHANGE. THE AUTHORS HAVE UPDATED TO EVERY CHAPTER, INCLUDING NEW EXAMPLES AND ANALYSIS, TO REASSURE LEADERS OF DISRUPTIVE CHANGE.

Why do successful firms find it so difficult to adapt in the face of change? What do successful firms find it so difficult to adapt in the face of change? The original edition summarized the lessons that the authors learned from consulting with leaders of organizations around the world confronting disruptive change. Since then, they have continued to work with leaders of organizations large and small and have updated the original edition.

The second edition includes new examples and analysis, including new themes on the role of organizational culture in promoting or hindering ambidexterity and the need for leadership and strategy in promoting ideation, incubation, and scaling.

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Strategy as Leadership
*Facing Adaptive Challenges in Organizations*
Roberto S. Vassolo and Natalia Weisz

“Strategy as Leadership is about making sense of predictable but drastic changes that can alter the relationship between businesses and their competition, posing substantial leadership challenges to senior management teams. Roberto S. Vassolo and Natalia Weisz provide a framework to address and respond to these critical changes by identifying them, describing the inner tensions these changes generate, and providing guidance for their successful navigation. This outside-in approach specifies the salient leadership challenges that executives will face while mobilizing their organizations to respond effectively to competitive and environmental change.

This book claims that strategy *is* leadership as, in this framework, these environmental changes demand shifts in strategic priorities that result in a consistent pattern of resistance. If we know that changes are occurring in the competitive environment, we can soon identify who will be most resistant to the shift in priorities necessary to address the new situation. This book is for senior management teams to enable their organizations’ capabilities to adapt and address environmental changes successfully.

208 Pages, January 2022
9781503629134 Cloth $35.00  **$28.00 sale**
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

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
The Great Skills Gap
Optimizing Talent for the Future of Work
Edited by Jason Wingard and Christine Farrugia

The Great Skills Gap opens with the premise that the exploding scope and pace of technological innovation in the digital age is fast transforming the fundamental nature of work. The accelerated pace of evolution and disruption in the competitive business landscape demands that workers be not only technically proficient, but also exceptionally agile in their capacity to think and act creatively and quickly learn new skills. This book explores how these transformations are driving innovations in how colleges and universities prepare students for their careers. Focused on this confluence of forces at the nexus of work and higher education, the book’s contributors—an illustrious group of leading educators, prominent employers, and other thought leaders—answer profound questions about how business and higher education can best collaborate in support of the twenty-first century workforce.

312 pages, June 2021
9781503613539 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 $56.00 sale

The Future of Executive Development
Minhnea C. Moldoveanu and Das Narayandas

Executive development programs have entered a period of rapid transformation, driven by digital disruption and a widening gap between the skills that participants and their organizations demand and those provided by their executive programs. This work delves into the objective functions of the executive development space, analyzes the demand characteristics of the learners and the organizations that pay for the programs, and the ways in which business schools and other providers deliver (or not) on the promises they make regarding skill development and the continued value of learning to the organization. The authors show how a trio of disruptive forces (disintermediation, disaggregation and decoupling), which have figured prominently in industries disrupted by digitalization, are reshaping the structure of demand for executive development. They look at the future of executive development in the era of machine learning and offer a guide to guide executive program design.

248 pages, November 2021
9781503628724 Cloth $35.00 $28.00 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

Pricing and Revenue Optimization
Second Edition
Robert L. Phillips
From the initial success of “yield management” in the commercial airline industry to 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. This book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, as well as managers.

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 dynamic pricing and revenue management by companies such as Amazon, Uber, and Disney, and other major industries are included.

472 pages, May 2021
9781503610002 Cloth $70.00  $56.00 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. Increasingly, lenders are following the lead of other retailers by segmenting their market and more precisely targeting customers. To do this successfully, lenders must engage analytic approaches, such as machine learning and optimization, in setting prices for each segment.

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

256 pages, July 2018
9780804787208 Cloth $65.00  $52.00 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

888 pages, July 2020
9781503613072 Paperback $26.00 $20.80 sale
Business students will one day possess tremendous power as leaders, and with this is a responsibility to both lead their organizations and serve society. The world faces great challenges today, from environmental problems like climate change, to social problems like income inequality, unemployment, lack of a living wage, and poor access to affordable health care and education. Solutions to these challenges must come from the market and from business. This does not mean that only business can generate solutions, but business is best positioned to bring change at the scale we need it. This book challenges future business leaders to think of their career as a calling or vocation, one that is in service to society. Its message is for current and prospective business students, business leaders thinking anew about the role of business in society, and the business educators that train all these people.

192 pages, March 2021
9781503628779 Cloth $24.00 $19.20 sale
This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process.

The authors pose the following critical questions to marketers:

1. How should modern marketers be thinking about artificial intelligence and machine learning?
2. How should marketers be developing a strategy and plan to implement AI into their marketing toolkit?

The opening chapters provide marketing leaders with an overview of what exactly AI is and how it is different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the “AI Marketing Canvas.” Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

“...”

—Heather Malenshek, SVP, Chief Marketing Officer, Land O’Lakes Inc

“The AI Marketing Canvas
A Five-Stage Road Map to Implementing Artificial Intelligence in Marketing

Raj Venkatesan and Jim Lecinski

9781503613164 Cloth $28.00 $22.40 sale
The Business Reinvention of Japan
How to Make Sense of the New Japan and Why it Matters
Ulrike Schaede
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

The Political Economy of Collective Action, Inequality, and Development
William D. Ferguson
This book examines how a society that is trapped in stagnation might initiate and sustain economic and political development. In this context, progress involves enhancing state capacity, balancing broad avenues for political input, and limiting concentrated private and public power. This juggling act can only be accomplished by resolving collective-action problems (CAPs), which arise when individuals pursue interests that generate undesirable outcomes for society at large. Merging and extending key perspectives on CAPs, inequality, and development, this book constructs a flexible framework to investigate these complex issues. By probing four basic hypotheses related to knowledge production, distribution, power, and innovation, William D. Ferguson offers an analytical foundation for comparing and evaluating approaches to development policy. This book promises an analytical lens for examining the interactions between inequality and development. Scholars across economic development and political economy will find it to be a highly useful guide.

448 pages, May 2020
9781503604612 Cloth $75.00  $60.00 sale

Precarious Asia
Global Capitalism and Work in Japan, South Korea, and Indonesia
Arne L. Kalleberg, Kevin Hewison, and Kwang-Yeong Shin
Precarious Asia assesses the role of global and domestic factors in shaping precarious work and its outcomes in Japan, South Korea, and Indonesia.

The authors reveal the forces that generate precarious work and how this ultimately contributes to increasingly high levels of inequality, chronic poverty, and income vulnerability.

EMERGING frontiers in the global economy
248 pages, December 2021
9781503610255 Cloth $65.00  $52.00 sale

Unwitting Architect
German Primacy and the Origins of Neoliberalism
Julian Germann
The global rise of neoliberalism since the 1970s is widely seen as originating in the United States and the United Kingdom. This book challenges this narrative, recasting neoliberalism as driven by a plenitude of actors, ideas and interests, and lays bare the reasoning and counterintuitive choices of German crisis managers.

EMERGING frontiers in the global economy
304 pages, January 2021
9781503609846 Cloth $65.00  $52.00 sale
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Design Leadership Ignited
Elevating Design at Scale

Lead and Disrupt
How to solve the innovator’s dilemma

Strategy as Leadership
Facing Adaptive Challenges in Organizations

Management as a Calling
Leading Business, Serving Society

The Decarbonization Imperative
Transforming the Global Economy by 2050