

# Harvard Business Case Study Human Resource

Developing a Business Case  
 How the Harvard Business School Changed the Way We View Organizations  
 HBR Guide to Building Your Business Case  
 Teaching with Cases  
 HBR's 10 Must Reads on Reinventing HR (with bonus article "People Before Strategy" by Ram Charan, Dominic Barton, and Dennis Carey)  
 What Works  
 Why Startups Fail  
 The HR Value Proposition  
 HBR Insights Future of Business Boxed Set (8 Books)  
 The Human Equation  
 Unlocking Creativity  
 HBR Emotional Intelligence Ultimate Boxed Set (14 Books) (HBR Emotional Intelligence Series)  
 Making Change Stick  
 The Service Profit Chain  
 Strategic Human Capital Management  
 Case Studies and Activities in Adult Education and Human Resource Development  
 Rebel Talent  
 Managing School Districts for High Performance  
 Harvard Business Review Everyday Emotional Intelligence  
 Harvard Business Review Case Study: General Electric Medical Systems (2002)  
 How I Learned to Let My Workers Lead  
 The Case Study Handbook, Revised Edition  
 Strategic Human Resource Management  
 Readings and Cases in International Human Resource Management and Organizational Behavior  
 What They Don't Teach You at Harvard Business School  
 Deep Purpose  
 Transformative HR  
 Personnel Methods Series  
 Radically Human  
 Readings and Cases in International Human Resource Management  
 International Encyclopedia of Organization Studies  
 Change Management. A Case Study Analysis of Harvard Business Review's "Getting Employees Excited About a New Direction"  
 The Winning Trainer  
 Index to Supervisory Case Studies and a Review of the Case Method  
 HBR Guide to Building Your Business Case (HBR Guide Series)  
 The Future of Work: The Insights You Need from Harvard Business Review  
 Teaming  
 The Heart of Business  
 Artificial Intelligence  
 Human + Machine

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## LARSON FRIDA

*Developing a Business Case* Harvard Business Press  
 Proven HR strategies that can have a real impact on organizational success This book demonstrates how some of the world's most admired and prominent organizations are redefining HR leadership by using evidence-based change to inform human capital decisions that optimize efficiency, effectiveness and strategic impact. The authors present the five foundational principles to the new HR decision science: Logic-driven analytics, segmentation, risk leverage, synergy and integration and optimization. Includes practical suggestions and approaches to help executives put the book's principles into action Contains insight based on the experiences of leading global organization such as PNC Bank, CME Group, Royal Bank of Scotland, Deutsche Telekom and Shanda Interactive Entertainment Features in-depth case studies of 6 international companies: Coca-Cola, Khazanah Nasional Berhad, IBM, Ameriprise Financial, Royal Bank of Canada and Royal Bank of Scotland This groundbreaking book reveals a new approach to deliver sustainable change and business results. It is enhanced with success stories from leading companies that engage leadership and involve employees in ways that make a lasting impact on their companies.  
*How the Harvard Business School Changed the Way We View Organizations* John Wiley & Sons  
 When facing a difficult management challenge, wouldn't it be great if you could turn to a panel of experts to help guide you to the right decision? Now you can, with books from the Judgment Calls series. Drawn from the pages of Harvard Business Review, these interactive, solutions-oriented guides allow readers to access the wisdom of leading experts as they tackle familiar and perplexing business situations. These engagingly written books will help managers improve problem-solving skills and make better judgment calls under fire. A preface provides an overview and sets the context for using these provocative case studies as learning tools in corporate classrooms. A relevant chapter from an HBE volume introduces the topic as a refresher course. Finally, an appendix of resources such as executive summaries, guiding questions, and a list of further reading rounds out the book. Judgment Calls provide insight into a variety of real world difficulties and offer solutions that managers will find both sound and practical. Our ideal reader is the business traveler who's thinking about this very issue, sees the book in the airport, and throws it in his or her briefcase to read on the plane. This volume, tentatively titled "Bob's Meltdown and Other Stories from the Frontlines of Management" looks at the most common issue in

workplaces--employee behavior. What should you do when a star employee loses his temper in public? Worse yet, what if your protege seems to be coming unglued? All this and more!  
*HBR Guide to Building Your Business Case* Harvard Business Press  
 Fundamental frameworks for emotional intelligence and how to apply them every day. According to research by Daniel Goleman, emotional intelligence has proved to be twice as important as other competencies in determining outstanding leadership. It is now one of the crucial criteria in hiring and promotion processes, performance evaluations, and professional development courses. And it's not innate--it's a skill that all of us can improve. With this double volume you'll get HBR's 10 Must Reads on Emotional Intelligence and the HBR Guide to Emotional Intelligence. That's 10 definitive HBR articles on emotional intelligence by Goleman and other leaders in the field, curated by our editors--paired with smart, focused advice from HBR experts about how to implement those ideas in your daily work life. With *Everyday Emotional Intelligence*, you'll learn how to: Recognize your own EQ strengths and weaknesses Regulate your emotions in tough situations Manage difficult people Build the social awareness of your team Motivate yourself through ups and downs Write forceful emails people won't misinterpret Make better, less emotionally biased decisions Help an employee develop emotional intelligence Handle specific situations like crying at work and tense communications across different cultures  
**Teaching with Cases** Pan Macmillan  
 This book has more ideas on how to add involvement in learning than any one trainer could ever use. Your students and workshop participants will increase their understanding and retention when you design training activities using 'The Winning Trainer'. This updated and expanded edition is richer than ever before. It provides: \* more than 100 ready-made handouts, learning instruments, and worksheets... all you do is photocopy \* numerous examples, model dialogues, and sample answers \* hundreds of exercises, games, puzzles, role plays, icebreakers, and other group-in-action techniques \* samples of each technique and ways to effectively use them \* advice on subjects such as unwilling participants, use of the outdoors, breaks, program endings, and storytelling Significant new additions to the book include materials on the following topics: \* new, easier to accomplish approaches to evaluation - ROE (Return on Expectations) and Customer Satisfaction as a business indicator \* a methodology to secure group feedback at the end of the program, concerning the trainer/facilitator's role and participation in the course \* an instrument for the early screening of likely obstacles when transferring training \* added techniques to ensure that training transfers to the job \* a demonstration of how to conduct a quick assessment of needs when under pressure to do

so \* keys to successful training in other cultures \* several new instruments including how to assess one's prowess as a facilitator, how to assess trust in a team, and how to measure one's CQ (creativity quotient) Two new chapters have been added to treat new material on intelligence and learning, principles of adult learning and distance learning. In addition, numerous new group-in-action techniques and conceptual materials have been added to the existing chapters. This is the one-stop source book every trainer needs.  
*HBR's 10 Must Reads on Reinventing HR (with bonus article "People Before Strategy" by Ram Charan, Dominic Barton, and Dennis Carey)* Routledge  
 Case method teaching immerses students in realistic business situations--which include incomplete information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor, including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply using discussion facilitation techniques. To learn more about the book, and to see resources available, visit [teachingwithcases.hbsp.harvard.edu](http://teachingwithcases.hbsp.harvard.edu).  
*What Works* Routledge  
 New breakthrough thinking in organizational learning, leadership, and change Continuous improvement, understanding complex systems, and promoting innovation are all part of the landscape of learning challenges today's companies face. Amy Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work. In most organizations, the work that produces value for customers is carried out by teams, and increasingly, by flexible team-like entities. The pace of change and the fluidity of most work structures means that it's not really about creating effective teams anymore, but instead about leading effective teaming. Teaming shows that organizations learn when the flexible, fluid collaborations they encompass are able to learn. The problem is teams, and other dynamic groups, don't learn naturally. Edmondson outlines the factors that prevent them from doing so, such as interpersonal fear, irrational beliefs about failure,



groupthink, problematic power dynamics, and information hoarding. With Teaming, leaders can shape these factors by encouraging reflection, creating psychological safety, and overcoming defensive interpersonal dynamics that inhibit the sharing of ideas. Further, they can use practical management strategies to help organizations realize the benefits inherent in both success and failure. Presents a clear explanation of practical management concepts for increasing learning capability for business results Introduces a framework that clarifies how learning processes must be altered for different kinds of work Explains how Collaborative Learning works, and gives tips for how to do it well Includes case-study research on Intermountain healthcare, Prudential, GM, Toyota, IDEO, the IRS, and both Cincinnati and Minneapolis Children's Hospitals, among others Based on years of research, this book shows how leaders can make organizational learning happen by building teams that learn.

*Why Startups Fail* GRIN Verlag

Great stories, great science, and great practical advice about how, when, and why to break the rules' - Angela Duckworth, international bestselling author of *Grit*. Do you want to follow a script — or write your own story? Award-winning Harvard Business School professor Francesca Gino shows us why the most successful among us break the rules, and how rebellion brings joy and meaning into our lives. Rebels have a bad reputation. We think of them as troublemakers, outcasts, contrarians: those colleagues, friends, and family members who complicate seemingly straightforward decisions, create chaos, and disagree when everyone else is in agreement. But in truth, rebels are also those among us who change the world for the better with their unconventional outlooks. Instead of clinging to what is safe and familiar, and falling back on routines and tradition, rebels defy the status quo. They are masters of innovation and reinvention, and they have a lot to teach us. Francesca Gino, a behavioral scientist and professor at Harvard Business School, has spent more than a decade studying rebels at organizations around the world, from high-end boutiques in Italy's fashion capital, to the World's Best Restaurant, to a thriving fast food chain, to an award-winning computer animation studio. In her work, she has identified leaders and employees who exemplify "rebel talent," and whose examples we can all learn to embrace. Gino argues that the future belongs to the rebel — and that there's a rebel in each of us. We live in turbulent times, when competition is fierce, reputations are easily tarnished on social media, and the world is more divided than ever before. In this cutthroat environment, cultivating rebel talent is what allows businesses to evolve and to prosper. And rebellion has an added benefit beyond the workplace: it leads to a more vital, engaged, and fulfilling life. Whether you want to inspire others to action, build a business, or build more meaningful relationships, *Rebel Talent* will show you how to succeed — by breaking all the rules.

*The HR Value Proposition* SAGE

Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1.9, Edinburgh Napier University (Napier University Business School), course: International Business Strategy, language: English, abstract: General Electric Medical Systems (GEMS) is the world's leading manufacturer of diagnostic imaging equipment and part of the Milwaukee, US-based General Electric. The following evaluation conducts a strategic analysis of its internal resource capability, how it shaped its competitive strategy and a profound evaluation of its international strategy. *HBR Insights Future of Business Boxed Set (8 Books)* Routledge Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

*The Human Equation* Harvard Business Press

Describing the field, spanning individual, organisation, societal and cultural perspectives in a cross-disciplinary manner, this is the premier reference tool for students, lecturers, academics and practitioners to gather knowledge about a range of important topics from the perspective of organisation studies.

*Unlocking Creativity* John Wiley & Sons

'If you want to be inspired to build more sustainable

organizations, Deep Purpose should be your next read' Arianna Huffington, Founder & CEO, Thrive Global 'Insightful, practical, and timely' Adam Grant, #1 New York Times bestselling author of *Think Again* and host of the TED podcast *WorkLife* 'Deep Purpose points to the conversations we must have right now about how to redefine the role of business in society, restore trust, and enhance our license to operate ... Highly recommended' Paul Polman, former CEO, Unilever Included in the Thinkers50 Best New Management Books for 2022 ----- Distinguished Harvard Business School professor Ranjay Gulati takes readers inside some of the world's most purposeful companies to understand the secrets to their success Few business topics have aroused more skepticism in recent years than the notion of corporate purpose, and for good reason. Too many companies deploy purpose as a promotional vehicle to make themselves feel virtuous and to look good to the outside world. Some have only foggy ideas about what purpose is and conflate it with strategy and other concepts like 'mission', 'vision' and 'values'. Even well-intentioned leaders don't understand purpose's full potential and engage with it half-heartedly and superficially. Having conducted extensive field research and interviewed leadership at purpose-oriented companies including Etsy, Lego and Microsoft, Ranjay Gulati reveals the fatal mistakes leaders unwittingly make when attempting to implement a reason for being. Moreover, he shows how companies can embed purpose much more deeply, delivering impressive performance benefits that reward customers, suppliers, employees, shareholders and communities alike. To get this right, leaders must fundamentally change not only how they execute purpose but also how they conceive of and relate to it. They must practice what Gulati calls deep purpose, furthering each organisation's reason for being more intensely, thoughtfully and comprehensively than ever before. As he argues, a deeper engagement with purpose can serve as a radically new operating system, enhancing performance while also delivering meaningful benefits to society. It's the kind of inspired thinking that businesses - and the rest of us - urgently need. ----- 'Purpose isn't a "nice-to-have" in the business world anymore. It's a "must-have". This comprehensive guide breaks down why cultivating purpose isn't just the right thing for businesses to do - it's the smart thing too.' Carmine Di Sibio, Global Chairman and CEO, EY 'Many leaders today strive to align purpose with financial success, but only a few succeed. Gulati analyzes the tough challenges that leaders everywhere must address if they are to save the planet while also delivering strong profits.' Toshiaki Higashihara, Executive Chairman & CEO, Hitachi, Ltd.

**HBR Emotional Intelligence Ultimate Boxed Set (14 Books) (HBR Emotional Intelligence Series)** HBR Insights

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

*Making Change Stick* Harvard Business Press

Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues, each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas—and prepare you and your company for the future. This specially priced 8-volume set includes: Agile Artificial Intelligence Blockchain Climate Change Customer Data & Privacy Cybersecurity Monopolies & Tech Giants Strategic Analytics

**The Service Profit Chain** Harvard Business Press

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3)

employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

*Strategic Human Capital Management* Bantam

Case studies have become a widely-used instructional tool in many educational environments. The use of case studies began in the 1950s at Harvard Business School. Today, they may be used as part of a course of study, or as the main focus of a course, to which other material is added. While the use of case studies is prevalent in schools of business and medicine, they are not often used in adult education or human resource development. This may be because there are no current major publications that deal with the use of case studies in these disciplines; nor are there any major databases of adult education or human resource development case studies for instructors to use. Good case studies can bring reality into the classroom. They can provide frameworks for discussion based on issues that must be faced in real life. Complex case issues can be broken down and examined for greater understanding, then pulled together again for resolution. Case studies can be used successfully in adult education. I propose a book based on the use of case-based learning in adult education and human resource development (HRD). The book could be positioned as a supplement to course textbooks for courses in adult education and HRD. I would write the cases and develop the exercises, but could also get others to contribute a case study or exercise to the book. Cases would each be a half-page to maybe 2-3 pages at the long end, and would include questions for students/readers. Supplementary information (possibly in the form of a DVD) could be put together for instructors. This information would include case study focal points and examples of possible responses for each study/exercise.

*Case Studies and Activities in Adult Education and Human Resource Development* Simon and Schuster

Readings and Cases in International Human Resource Management and Organizational Behavior, 5th Edition examines cross-cultural interactions between people, cultures and human resource systems in a wide variety of regions throughout the world. This is truly a Global collection. Features include: \* new readings and case studies positioned alongside trusted 'tried and true' readings and cases from past editions \* a companion website featuring supplemental material and teaching notes to enhance instructors' abilities to use the readings and cases with their students. Written to enable students to meet the international challenges that they face every day and to sensitize them to the complexity of human resource issues in the era of globalization, this text is a vital resource for all those studying international human resource management.

*Rebel Talent* Harvard Business Press

The international best seller *Human Resource Champions* helped set the HR agenda for the 1990s and enabled HR professionals to become strategic partners in their organizations. But earning a seat at the executive table was only the beginning. Today's HR leaders must also bring substantial value to that table. Drawing on their 16-year study of over 29,000 HR professionals and line managers, leading HR experts Dave Ulrich and Wayne Brockbank propose The HR Value Proposition. The authors argue that HR value creation requires a deep understanding of external business realities and how key stakeholders both inside and outside the company define value. Ulrich and Brockbank provide practical tools and worksheets for leveraging this knowledge to create HR

practices, build organizational capabilities, design HR strategy, and marshal resources that create value for customers, investors, executives, and employees. Written by the field's premier trailblazers, this book charts the path HR professionals must take to help lead their organizations into the future. Ulrich is a professor at the University of Michigan School of Business and the author of 12 books and more than 100 articles on the subject of human resources. Brockbank is a clinical professor of business at the University of Michigan School of Business, the author of award-winning papers on HR strategy, and an adviser to top global organizations.

Managing School Districts for High Performance Harvard Business Press

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In *The Heart of Business*, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from

his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. *The Heart of Business* is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

Harvard Business Review Everyday Emotional Intelligence Penguin UK

This business classic features straight-talking advice you'll never hear in school. Featuring a new foreword by Ariel Emanuel and Patrick Whitesell Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries. To this day, McCormack's business classic remains a must-read for executives and managers at every level. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on • the secret life of a deal • management philosophies that don't work (and one that does) • the key to running a meeting—and how to attend one • the positive use of negative reinforcement • proven ways to observe aggressively and take the edge • and much more Praise for *What They Don't Teach You* at Harvard Business School "Incisive, intelligent, and witty, *What They Don't Teach You* at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot."—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox "Clear, concise, and informative . . . Like a good mentor, this book will be a valuable aid throughout your business career."—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc. "Mark McCormack

describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well."—Arnold Palmer "There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport."—Frank Deford, senior contributing writer, *Sports Illustrated*

**Harvard Business Review Case Study: General Electric Medical Systems (2002)** Harvard Business Press

The future is here. How is your organization responding? Amid the turbulence of a global pandemic, worldwide social justice movements, and accelerated digital transformation, one thing is clear—work will no longer be the same. Employees now expect a flexible, inclusive workplace and a deeper connection to their employer. Organizations must commit to doing good for their people and communities. What should you and your company be doing to adapt? *The Future of Work: The Insights You Need* from Harvard Business Review will provide you with today's most essential thinking about creating a work-from-anywhere organization, harnessing AI as part of your team, creating an inclusive culture, and building a purpose-driven organization. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the *Insights You Need* from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The *Insights You Need* series will help you grasp these critical ideas—and prepare you and your company for the future.