

## Harvard Business Case Studies Solutions

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Harvard Business Reports Harvard Business Press

Can we solve big public problems anymore? Yes, we can. This provocative and inspiring book points the way. The huge challenges we face are daunting indeed: climate change, crumbling infrastructure, declining public education and social services. At the same time, we've come to accept the sad notion that government can't do new things or solve tough problems—it's too big, too slow, and mired in bureaucracy. Not so, says former public official, now Harvard Business School professor, Mitchell Weiss. The truth is, entrepreneurial spirit and savvy in government are growing, transforming the public sector's response to big problems at all levels. The key, Weiss argues, is a shift from a mindset of Probability Government—overly focused on safe solutions and mimicking so-called best practices—to Possibility Government. This means public leadership and management that's willing to boldly imagine new possibilities and to experiment. Weiss shares the three basic tenets of this new way of governing: Government that can imagine: Seeing problems as opportunities and involving citizens in designing solutions Government that can try new things: Testing and experimentation as a regular part of solving public problems Government that can scale: Harnessing platform techniques for innovation and growth The lessons unfold in the timely episodes Weiss has seen and studied: the US Special Operations Command prototyping of a hoverboard for chasing pirates; a heroin hackathon in opioid-ravaged Cincinnati; a series of experiments in Singapore to rein in Covid-19; among many others. At a crucial moment in the evolution of government's role in our society, We the Possibility provides inspiration and a positive model, along with crucial guardrails, to help shape progress for generations to come.

**Teaming** Harvard Business School Press

With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

Frontiers in Social Innovation Solutions to Four Harvard Business Review (HBR) Case Studies Making Change Stick

Government Alone Can't Solve Society's Biggest Problems World hunger. Climate change. Crumbling infrastructure. It's clear that in today's era of fiscal constraints and political gridlock, we can no longer turn to government alone to tackle these and other towering social problems. What's required is a new, more collaborative and productive economic system. The Solution Revolution brings hope—revealing just such a burgeoning new economy where players from across the spectrum of business, government, philanthropy, and social enterprise converge to solve big problems and create public value. By erasing public-private sector boundaries, the solution economy is unlocking trillions of dollars in social benefit and commercial value. Where tough societal problems persist, new problem solvers are crowdfunding, ridesharing, app-developing, or impact-investing to design innovative new solutions for seemingly intractable problems. Providing low-cost health care, fighting poverty, creating renewable energy, and preventing obesity are just a few of the tough challenges that also represent tremendous opportunities for those at the vanguard of this movement. They create markets for social good and trade solutions instead of dollars to fill the gap between what government can provide and what citizens need. So what drives the solution economy? Who are these new players and how are their roles changing? How can we grow the movement? And how can we participate? Deloitte's William D. Eggers and Paul Macmillan answer these questions and more, and they introduce us to the people and organizations driving the revolution—from edgy social enterprises growing at a clip of 15 percent a year, to megafoundations, to Fortune 500 companies delivering social good on the path to profit. Recyclebank, RelayRides, and LivingGoods are just a few of the innovative organizations you'll read about in this book. Government cannot handle alone the huge challenges facing our global society—and it shouldn't. We need a different economic paradigm that can flexibly draw on resources, combine efforts, and create value, while improving the lives of citizens. The Solution Revolution shows the way.

The Case Method Miracle HarperCollins

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

**The Power Of Positive Deviance** Harvard Business Press

"In this groundbreaking book, Francesca Gino shows us how to spark creativity, excel at work, and become happier: By learning to rebel." — Charles Duhigg, New York Times bestselling author of The Power of Habit and Smarter Faster Better 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.

**Building State Capability** John Wiley & Sons

This book explains how to resolve every challenge faced on a day-to-day basis in your business by presenting an unbeatable inventory of proven problem solving tools and techniques to help you tackle your toughest business dilemmas effectively. You will learn how to: · Overcome any business challenge with robust logic and structure · How to break down problems and make your workload lighter · Deliver the 'killer' recommendations · Discover how to successfully implement change in people and organisations · How to keep yourself, your team, and your stakeholders happy · How to use an effective hypothesis-driven approach to problem solving Using case studies, a 'best practice example' and at least one figurative table or figure, every dilemma is bought to life equipping you with the very best tools to confront any problem your business may face. 'The most successful businesses don't avoid problems — they solve them. This practical, insightful and entertaining book guides you through how to do this. An indispensable resource for any manager.' Richard Newton, Business consultant and best-selling author ----- 'One of the key attributes in running a business successfully is the ability to see a situation in perspective. Too often the real issues go unrecognised, signs are misread, an opportunity slips by, the wrong problem is addressed. Only in retrospect is it obvious what should have been done. It is not easy, but the tools and techniques covered in Key Business Solutions should help.' Sir George Cox, Author of the HM Treasury Cox Review of Creativity in UK Business and former Chairman of the Design Council

Solutions to Four Harvard Business Review (HBR) Case Studies Harvard Business Press

The one book you need to make a difference in the world. Social innovation and social entrepreneurship are rising forces. As the extent of the world's systemic challenges becomes clear—from climate change to income inequality to food security to

healthcare and beyond—more and more of the best and brightest will feel called to become innovators and entrepreneurs who develop and deploy solutions to the world's thorniest problems. But it won't be easy: social innovation is complicated. Solutions require the active collaboration of constituents across the worlds of government, business, and nonprofits. Social innovators and entrepreneurs need a handbook to guide them on the journey to changing the world. This is that guide. Contributions from a who's who of the smartest thinkers and most experienced practitioners in the field provide the knowledge you need to succeed as a social innovator. Topics cover the waterfront, including: High-performance leadership as a driver of social change Design for extreme affordability Scaling social innovation Corporate decarbonization Social innovation and healthcare in the postpandemic world Donor-advised funds and impact investing Case studies from the field bring to life the challenges and opportunities social entrepreneurs and innovators face. *Frontiers in Social Innovation* is an essential volume for anyone who wants to use innovation and entrepreneurship to make the world a better place.

*Making Change Stick* Harvard Business Press

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 "Growing for Broke and Other Stories From the Frontlines of Management" looks at growth strategy. How do you grow your business without sending it flying off the rails? When should you stick to your core? All this and more!

**Rebel Talent** Harvard Business Review Press

In challenging times, companies must serve their customers faster and more efficiently. This makes improving your business processes more critical than ever. In this book, you'll learn key steps for carrying out a business process improvement initiative, including how to: -Plan a business process improvement initiative -Analyze and redesign a current process that needs improvement -Obtain the resources needed to change a process -Develop a systematic approach for creating and implementing change

**Service Profit Chain** Harvard Business Press

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.

*The Best Digital Marketing Campaigns in the World* IGI Global

How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case. This book provides a framework for building a business case. You'll learn how to: Clearly define the opportunity you'll want to address in your business case Identify and analyze a range of alternatives Recommend one option and assess its risks Create a high-level implementation plan for your proposed alternative Communicate your case to key stakeholders

**Business Solutions for the Global Poor** Harvard Business Press

This is a book about how to have fun and stop worrying about your kids. How? Use the world-renowned Harvard case method in its bare bones. Parenting Problems Do you worry about your child's future? Do you want practical ideas for everyday parenting? Do you need help in dealing with tantrums, tensions, and tears? Have you read parenting books but often feel at a loss? Do you prefer the simplest, proven methods? Do you believe in teaching your child to think for himself? Do you want to bond with your child? The Help Hi! I am Anne, the author. If you answered a YES to any of the ten questions, this book might help on your parenting journey. I answered YES to ALL of those questions. I was searching for a simple, universal, and easy-to-apply parenting approach for everyday use. The solution I describe in my parenting book has been around for 2500 years. It's just that nobody has explained how to use it with children, in everyday parenting. This parenting tool is no secret, many of us have used the approach in some form or another, not even knowing we were parenting with the case method! The Proven Method The Case Method Miracle is not about the Harvard case method in the traditional sense, and you do not have to be a Harvard graduate to use the case method in the parenting setting. In fact, if you think you have to have a degree from Harvard to parent successfully, then my parenting book is not for you. I am sharing my parenting experience as a mom to mom, not as a parenting expert. The teaching and parenting expertise and the proof to this parenting approach come from Socrates, the father of teaching from ancient Greece over 2,500 years ago. In fact, this parenting book is as much for fathers as for mothers, for caregivers and teachers. The Simplified Method Over the two years I studied at Harvard Business School, I analyzed and discussed over 500 case studies. They follow a certain structure. I took that structure and stripped it to its core elements. They include the main character, the situation description, and the question. Instead of twenty-page descriptions of business situations, the cases in my book are one-minute stories with a simple question. Benefits Children; the case method parenting approach benefits: Children stay out of trouble because they learn to think for themselves, own their decisions, and take pride in them. Children grow self-confidence because they learn they can face what life brings, with confidence. Children develop mental grit, the ability to stand firm under peer pressure, something that becomes more and more important as the children grow up. Children develop early literacy by hearing and being heard, a

crucial aspect to literacy development. Parents; the case method parenting approach benefits: Parents learn how to use a proven method in its simplest form for a best parenting tool. Parents can provide a safe environment for discussions with their child—even difficult ones—because the stories are in third person. Parents bond with their child, because they are sharing with their child from the child's perspective, communicating not just with love and logic, but with love and care, favorites for every child.

**Solutions to Four Harvard Business Review (HBR) Case Studies** Kogan Page Publishers

Based on research presented at The Harvard Business School's first-ever conference on business approaches to poverty alleviation, *Business Solutions for the Global Poor* brings together perspectives from leading academics and corporate, non-profit and public sector managers. The contributors draw on practical and dynamic how-to insights from leading BOP ventures from more than twenty countries world-wide. This important volume reflects poverty's multi-faceted nature and a broad range of actors—multinational and local businesses, entrepreneurs, civil society organizations and governments—that play a role in its alleviation.

*Key Business Solutions* Harvard Business Press

This user-friendly guide presents the proven strategies of top experts on creating and guiding effective work teams From recruiting and motivating members to setting ground rules and mediating problems, *Leading Teams* arms managers with a step-by-step plan and practical tools for maximizing productivity in any team setting. Key features Instructs readers how to: Organize a team with complimentary skills Clarify team goals, roles, and responsibilities Foster trust, creativity, and risk-taking Get teams back on track after a setback Collaborate to achieve team objectives

**Leading Teams** Simon and Schuster

Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company?

Organizations that mandate rigid, prepandemic policies of five days a week at the traditional, co-located office may risk a mass exodus of talent. But designing a hybrid office that furthers your business goals while staying true to your culture will require experimentation and rigorous planning. *Hybrid Workplace: The Insights You Need* from Harvard Business Review will help you adopt technological, cultural, and management practices that will let you seize the benefits and avoid the pitfalls of the hybrid age. 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.

**International Handbook of Occupational Therapy Interventions** Springer

Climate change is threatening our world. How are you responding? Heat waves, flooding, extreme storms, harsh winters. The effects of climate change are only getting worse. How can you ensure your organization is taking the right steps to mitigate this threat—and what can you, as an individual, do to help? These articles by experts and researchers will help you understand how climate change is affecting the future of business. *Climate Change: The Insights You Need* from Harvard Business Review will prepare you to join in the current discussion, identify immediate and long-term risks for your company, and plan for the future. 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.

**Strategy** Harvard Business Review Press

"My favorite book of the year."—Doug McMillon, CEO, Wal-Mart Stores Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG** Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from *The New York Times* to *The Economist*, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for *The Content Trap* "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG "The *Content Trap* is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—*The Wall Street Journal*

**Keeping Strategy on Track** John Wiley & Sons

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.

### **Teaching and the Case Method** John Wiley & Sons

Teaching and the Case Method delves into the special role of teacher and students in the case method learning process.

Schools that want to use the case method more effectively can use this book to teach groups of faculty how to apply case method techniques. For the first time, too, a book about case method teaching attempts to show how the method can be applied in a liberal arts setting. A liberal arts module in the book presents an innovative program for instructors who want to experiment with discussion teaching in traditional arts and science areas. The book focuses on a wide range of knotty problems faced by most instructors, experienced or new, creating an opportunity for them to learn from each other. It's main purpose is to provide a rich opportunity for both professional school and liberal arts instructors to develop their own discussion leadership skills, and to further the process of learning for both themselves and their students. [Publishers website]

*The Dark Side* 3 Harvard Business Review Press

LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book provides a blueprint for how to build and maintain that trust and connection in a digital environment." —Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has its challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person interactions, and a proper work/life balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, *Remote Work Revolution* is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their groups, and ultimately their organizations.