

# FACULTY SEMINAR SERIES

The Faculty Seminar Series brings renowned Harvard Business School and Stanford Graduate School of Business faculty to your desktop to share innovative new ideas, practical insights, and groundbreaking research that will have an immediate impact on your business. Each CD includes video, audio, and synchronized slides direct from the classroom, along with links to companion Web sites. Many of the seminars include exercises for applying the material to your own business or management situation. Visit our Web site at [www.gsb.hbs.edu/fss](http://www.gsb.hbs.edu/fss) for more information on this series. The CDs can be purchased from Harvard Business School Publishing at [www.harvardbusinessonline.org](http://www.harvardbusinessonline.org) or by calling 617-783-7500 or 800-988-0886.

The Faculty Seminar Series CDs cover a number of compelling topics, as listed below. Within each topic you'll find seminars by faculty offering a variety of insights into the subject. Each title can be found under several topics.

## THE CASE METHOD

**David A. Garvin:** The Case Method in Professional Education

## CHANGE

**Lynda M. Applegate:** Jumpstarting Entrepreneurial Innovation

**William P. Barnett:** Competing in High-Velocity Industries

**Robert A. Burgelman:** Strategy is Destiny Tool I: A Perspective on Strategic Leadership

**Robert A. Burgelman:** Strategy is Destiny Tool II: An Evolutionary Framework of the Strategy-Making Process

**Robert A. Burgelman:** Strategy is Destiny Tool III: internal Corporate Venturing

**Juan Enriquez:** The Life Sciences Revolution: Changing the Language of Business

**Jerry I. Porras:** Built to Last: Beyond Charismatic Visionary Leaders

**Michael L. Ray:** Accessing Your Creativity: Overcoming the Challenges of Time and Stress

**John Roberts:** Organizational Design for Performance and Growth

**Debra L. Spar:** The Baby Business

**Debra L. Spar:** The Politics of Innovation

**Howard Stevenson:** Just Enough: Defining Lifelong Success

**Stefan Thomke:** Experimentation Matters: New Opportunities for Innovation

**Michael Watkins:** A Framework for Successful Leadership Transitions

## COMMUNICATIONS

**Roderick M. Kramer:** The Power of Paranoia

**Margaret A. Neale:** Winners (Don't) Take All

**Margaret A. Neale:** Women Negotiating Well: The Effects of Gender and Expectations on Negotiating Performance

**Leslie A. Perlow:** The Danger of Silencing Conflict at Work

## ETHICS

**Joseph L. Badaracco Jr.:** Defining Moments: A Framework for Moral Decisions

**Joseph L. Badaracco Jr.:** Leading Quietly

**David Brady:** Corporate Social Responsibility

**Ashish Nanda:** The Ethics of Professionalism

**Margaret A. Neale:** Winners (Don't) Take All

**Michael A. Roberto:** Fatal Ascent: Leadership Lessons from the 1996 Everest Tragedy

**Robert Simons:** Return On Management

**Debra L. Spar:** The Baby Business

**V. Seenu Srinivasan:** Brand Equity: Measuring, Analyzing, and Predicting

## FINANCE AND ACCOUNTING

**Mary E. Barth:** Accounting in the Wake of Scandal: Stock Options and Global Standards

**Robert S. Kaplan:** Building Strategy-Focused Organizations with the Balanced Scorecard

**Walter Kuemmerle:** International Entrepreneurial Finance

**Edward P. Lazear:** Sales Force Compensation and Incentives

**Josh Lerner:** Boom and Bust in Private Equity

**Jay W. Lorsch:** Corporate Governance in the U.S.: Scandals, Reforms, and the Future

**Krishna G. Palepu:** Renewing Markets for Better Governance

**Richard S. Ruback:** Know Your Worth: Critical Valuation Errors to Avoid

**Justin Wolfers:** Super Bowl Science: Sports Betting and Behavioral Science

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## GLOBAL BUSINESS

**Mary E. Barth:** Accounting in the Wake of Scandal: Stock Options and Global Standards

**David Brady:** Corporate Social Responsibility

**Pankaj Ghemawat:** Getting Global Strategy Right

**Tarun Khanna:** Billions of Entrepreneurs: The Yin and Yang of China and India

**Tarun Khanna:** Scope and Global Strategy

**Walter Kuemmerle:** International Entrepreneurial Finance

**Debra L. Spar:** The Politics of Innovation

**Richard Vietor:** How Countries Compete: National Strategies for Globalization

## GOVERNANCE

**Mary E. Barth:** Accounting in the Wake of Scandal: Stock Options and Global Standards

**Rakesh Khurana:** Irrational Succession: The Role of the Board in CEO Selection

**Jay W. Lorsch:** Corporate Governance in the U.S.: Scandals, Reforms, and the Future

**Krishna G. Palepu:** Renewing Markets for Better Governance

## INNOVATION AND ENTREPRENEURSHIP

**Lynda M. Applegate:** Jumpstarting Entrepreneurial Innovation

**Clayton M. Christensen:** The Opportunity & Threat of Disruptive Technologies

**Rohit Deshpandé:** Creating Customer-Centric Cultures: Lessons from High-Performance Organizations

**Juan Enriquez:** The Life Sciences Revolution: Changing the Language of Business

**Frances X. Frei:** Capitalizing on the Power of the Customer

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**Joseph B. Lassiter III:** Entrepreneurial Marketing

**Harold J. Leavitt:** The Value of Hierarchies: And How to Manage Them More Effectively

**Andrew McAfee:** How Does IT Matter?

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**Stefan Thomke:** Experimentation Matters: New Opportunities for Innovation

## LEADERSHIP

**Lynda M. Applegate:** Jumpstarting Entrepreneurial Innovation

**Joseph L. Badaracco Jr.:** Leading Quietly

**Joseph L. Bower:** Leadership is a Choice: The General Manager in the Middle

**Stephen P. Bradley:** Capturing the Value: Competitive Strategies that Work

**Robert A. Burgelman:** Strategy is Destiny: A Perspective on Strategic Leadership

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**Robert A. Burgelman:** Strategy is Destiny Tool II: An Evolutionary Framework of the Strategy-Making Process

**Robert A. Burgelman:** Strategy is Destiny Tool III: internal Corporate Venturing

**Thomas J. DeLong:** The Power of Supporting Players in High-Performance Organizations

**Rohit Deshpandé:** Creating Customer-Centric Cultures: Lessons from High-Performance Organizations

**Amy C. Edmondson, Michael A. Roberto, and Richard M. J. Bohmer:** Organizational Learning in the Face of Ambiguous Threats

**William W. George:** Authentic Leadership

**Pankaj Ghemawat:** Sustaining Competitive Advantage

**Regina E. Herzlinger:** Consumer-Driven Health Care: A Revolution for Employers, Consumers, and Providers

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**Herman B. "Dutch" Leonard:** Strategy, Leadership, and Performance Management in the Social Enterprise Sector

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**Ashish Nanda:** The Ethics of Professionalism

**Margaret A. Neale:** Women Negotiating Well: The Effects of Gender and Expectations on Negotiating Performance

**Nitin Nohria:** What Really Matters

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## LEADERSHIP (CONT.)

**Jerry I. Porras:** Built to Last: Beyond Charismatic Visionary Leaders

**Jan W. Rivkin:** Where Do Great Strategies Come From?

**Michael A. Roberto:** Fatal Ascent: Leadership Lessons from the 1996 Everest Tragedy

**John Roberts:** Organizational Design for Performance and Growth

**Michael Watkins:** A Framework for Successful Leadership Transitions

## MANAGEMENT

**Lynda M. Applegate:** Jumpstarting Entrepreneurial Innovation

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**Christopher A. Bartlett:** Managing People for Competitive Advantage

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**Robert I. Sutton:** Fostering Innovation: 11½ Weird Ideas that Work Leadership

**David B. Yoffie:** Judo Strategy

## ORGANIZATIONAL BEHAVIOR

**William P. Barnett:** Competing in High-Velocity Industries

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**Richard M. J. Bohmer:** Organizational Learning in the Face of Ambiguous Threats

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## ORGANIZATIONAL DEVELOPMENT

**James E. Austin:** Strategic Alliances: The Power of Partnering Between Nonprofits and Businesses

**Joseph L. Badaracco Jr.:** Defining Moments: A Framework for Moral Decisions

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## SALES AND MARKETING

**David Bell:** The Revolution in Retailing

**Rohit Deshpandé:** Creating Customer-Centric Cultures: Lessons from High-Performance Organizations

**Frances Frei:** Capitalizing on the Power of the Customer

**James M. Lattin:** All Customers Are Not Created Equal

**Edward P. Lazear:** Sales Force Compensation and Incentives

**Youngme E. Moon:** Brand Positioning

**Das Narayandas:** Managing Markets, Segments, and Customers

**W. Earl Sasser:** Why Customers Matter

**Benson Shapiro:** Sprint Selling & Turbo-Charged Market Development

**V. Seenu Srinivasan:** Brand Equity: Measuring, Analyzing, and Predicting

## SOCIAL ENTERPRISE

**James E. Austin:** Strategic Alliances: The Power of Partnering Between Nonprofits and Businesses

**David Brady:** Corporate Social Responsibility

**Herman B. “Dutch” Leonard:** Strategy, Leadership, and Performance Management in the Social Enterprise Sector

## STRATEGY

**Lynda M. Applegate:** Jumpstarting Entrepreneurial Innovation

**Bharat N. Anand:** Crafting Business Strategy with Environmental Scanning

**William P. Barnett:** Competing in High-Velocity Industries

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**Cynthia A. Montgomery:** Resources and Corporate Strategy

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## TECHNOLOGY AND OPERATIONS

**Clayton M. Christensen:** The Opportunity &  
Threat of Disruptive Technologies

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Changing the Language of Business

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