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Leader to Leader (LTL), Volume 75, Winter 2015
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The Trophy Kids Grow Up
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GARNER BOOTH

Building Leadership Character Basic Books

Using a storytelling approach and real-world cases to explore different dimensions of leadership character, this text encourages the reader to think critically, helping them to develop their character, emotional intelligence and leadership skills. *(Not) Getting Paid to Do What You Love* Harvard University Press
From Nobel Prize-winning economist and New York Times bestselling author Robert Shiller, a groundbreaking account of how stories help drive economic events—and why financial panics can spread like epidemic viruses. Stories people tell—about financial confidence or panic, housing booms, or Bitcoin—can go viral and powerfully affect economies, but such narratives have traditionally been ignored in economics and finance because they seem anecdotal and unscientific. In this groundbreaking book, Robert Shiller explains why we ignore these stories at our peril—and how we can begin to take them seriously. Using a rich array of examples and data, Shiller argues that studying popular stories that influence individual and collective economic behavior—what he calls "narrative economics"—may vastly improve our ability to predict, prepare for, and lessen the damage of financial crises and other major economic events. The result is nothing less than a new way to think about the economy, economic change, and economics. In a new preface, Shiller reflects on some of the challenges facing narrative economics, discusses the connection between disease epidemics and economic epidemics, and suggests why epidemiology may hold lessons for fighting economic contagions.

Reimagining Capitalism in a World on Fire HarperCollins

Get the insight you need with the 15th edition of the Vault Guide to the Top 50 Management and Strategy Consulting Firms, newly updated for 2014.

The Little Black Book of Innovation Cengage Learning

Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this fourth

edition of the hugely successful *The 30 Day MBA* shows you how to use key business concepts and tools to assess business decisions and implement strategy. Now with a new concept for each chapter - including crowdfunding, digital marketing, business incubators and the 80/20 principle - *The 30 Day MBA* also provides coverage of the key optional modules: Mergers and Acquisitions and International Business. New case studies include Chilango, TomTom, Heinz, Hotel Chocolat, Shell, The Card Factory and Adidas among others. Including a range of free online questions and answers that enable you to self-assess your knowledge, this bestselling classroom-free guide is brimming with models, international case studies and practical applications of key theories, placing MBA skills within reach of all professionals and students.

The Mosaic Principle John Wiley & Sons

A public relations expert shares inspirational stories and smart strategies for successful business communication and crisis management. Business leaders spend up to 90 percent of each day communicating with colleagues, customers, shareowners, creditors, regulators, advocates, and competitors. The style and success of those communications has a vital influence on their organization's culture, opportunity, and reputation. In this age of heightened transparency, no leader can afford to undervalue to importance of communication—especially during a crisis. With more than three decades of experience working with many Fortune 500 companies, communications consultant Jack Modzelewski teaches leaders to see themselves as chief credibility officers. In *Talk Is Chief*, he provides sound advice and concrete examples of effective communication. He also shares the "10 Commandments of Crisis Management"—essential communication tools for avoiding crises or averting worst-case scenarios when confronted with an existential threat.

The Water Paradox PublicAffairs

From the school yards of the South Bronx to the tops of the "Billboard" charts, rap has emerged as one of the most influential cultural forces of our time. This pioneering anthology brings together more than 300 lyrics written over 30 years, from the "old school" to the present day.

The Well-Spoken Woman Penguin

The founders of the Jack Welch Management Institute, a fully accredited online MBA program, present a guide to overcoming modern business challenges, with recommendations for creating effective strategies, leading others, and building a thriving career. *Cyber Republic* Harvard Business Press

As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, *The 30 Day MBA in International Business* will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. *The 30 Day MBA in International Business* covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. *The 30 Day MBA in International Business* is packed with links to free resources from the top business schools as well as an online list of sources to keep you informed on all the key business issues. Online supporting resources for this book include a bonus chapter on business communication, self-test question and answers and appendices.

The 30 Day MBA in Marketing Simon and Schuster

The New York Times Bestseller #1 Wall Street Journal Bestseller The essential leadership playbook. Learn the principles and guiding philosophies of Bill Gates, Jeff Bezos, Ruth Bader Ginsburg, Warren Buffett, Oprah Winfrey, and many others through illuminating conversations about their remarkable lives and careers. For the past five years, David M. Rubenstein—author of *The American Story*, visionary cofounder of The Carlyle Group, and host of *The David Rubenstein Show*—has spoken with the world's highest performing leaders about who they are and how they became successful. *How to Lead* distills these revealing conversations into an indispensable leadership guidebook. Gain advice and wisdom from CEOs, presidents, founders, and master

performers from the worlds of finance (Warren Buffett, Jamie Dimon, Christine Lagarde, Ken Griffin), tech (Jeff Bezos, Bill Gates, Eric Schmidt, Tim Cook), entertainment (Oprah Winfrey, Lorne Michaels, Renee Fleming, Yo-Yo Ma), sports (Jack Nicklaus, Adam Silver, Coach K, Phil Knight), government (President Bill Clinton, President George W. Bush, Ruth Bader Ginsburg, Nancy Pelosi), and many others. -Jeff Bezos harnesses the power of wandering, discovering that his best decisions have been made with heart and intuition, rather than analysis. -Richard Branson never goes into a venture looking to make a profit. He aims to make the best in field. -Phil Knight views Nike as a marketing company whose product is its most important marketing tool. -Marilyn Hewson, who grew up in a fatherless home with four siblings in Kansas, quickly learned the importance of self-reliance and the value of a dollar. How to Lead shares the extraordinary stories of these pioneering agents of change. Discover how each luminary got started and how they handle decision making, failure, innovation, change, and crisis. Learn from their decades of experience as pioneers in their field. No two leaders are the same.

The Mind Of The CEO Yale University Press

Rediscover the superpower that makes good things happen, from the professor behind Yale School of Management's most popular class "The new rules of persuasion for a better world."—Charles Duhigg, author of the bestsellers *The Power of Habit* and *Smarter Faster Better* You were born influential. But then you were taught to suppress that power, to follow the rules, to wait your turn, to not make waves. Award-winning Yale professor Zoe Chance will show you how to rediscover the superpower that brings great ideas to life. Influence doesn't work the way you think because you don't think the way you think. Move past common misconceptions—such as the idea that asking for more will make people dislike you—and understand why your go-to negotiation strategies are probably making you less influential. Discover the one thing that influences behavior more than anything else. Learn to cultivate charisma, negotiate comfortably and creatively, and spot manipulators before it's too late. Along the way, you'll meet alligators, skydivers, a mind reader in a gorilla costume, Jennifer Lawrence, Genghis Khan, and the man who saved the world by saying no. *Influence Is Your Superpower* will teach you how to transform your life, your organization, and perhaps even the course of history. It's an ethical approach to influence that will

make life better for everyone, starting with you.

Get It Done Hachette UK

A co-founder of NextSpace demonstrates how employees from any personal or professional background can achieve success in today's dynamic economy, explaining how a rise in non-traditional employment is creating potentially lucrative opportunities for growth. 25,000 first printing.

Tumultuous Times PublicAffairs

DIV Published on the occasion of Richard C. Levin's retirement as president of Yale University, this captivating collection of speeches and essays from the past decade reflects both his varied intellectual passions and his deep commitment to university life and leadership. Whether discussing the economic implications of climate change or speaking to an incoming class of Yale freshmen, he argues for the vital importance of scholarship and the critical role that universities play in educating students and promoting the overall well-being of our society. This collection is a sequel to *The Work of the University*, which contained the principal writings from Levin's first decade as Yale's president, and it enunciates many of the same enduring themes: forging a strong partnership with the city of New Haven, rebuilding Yale's physical infrastructure, strengthening science and engineering, and internationalizing the university. But this companion volume also captures the essence of university leadership. In addressing topics as varied as his personal sources of inspiration, the development of Asian universities, and the university's role in promoting innovation and economic growth, Levin challenges the reader to be more engaged, more creative, more innovative, and above all, a better global citizen. Throughout, his commitment to and affection for Yale shines through. /div

The 30 Day MBA in International Business Kogan Page Publishers

The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business

Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. The 30 Day MBA in Marketing includes detailed information on how to find and analyse market data on any business or market anywhere and online resources that enable you to test your own knowledge. It also provides an invaluable guide to finding further information and free resources on each topic covered. Online supporting resources for this book include a bonus chapter on business communication, self-test question and answers and appendices.

The Worth of the University Macmillan

Innovation may be the hottest discipline around today, in business circles and beyond. And for good reason. Innovation transforms companies and markets. It is the key to solving vexing social problems. And it makes or breaks professional careers. For all the enthusiasm the topic inspires, however, the practice of innovation remains stubbornly impenetrable. No longer. In this book the author draws on stories from his research and field work with companies like Procter & Gamble to demystify innovation. He presents a simple definition of innovation, breaks down the essential differences between types of innovation, and illuminates innovation's vital role in organizational success and personal growth. This unique hybrid of professional memoir and business guidebook also provides a powerful 28-day program for mastering innovation's key steps: (1) Finding insight, (2) Generating ideas, (3) Building businesses, and (4) Strengthening innovation prowess in workforces and organizations. Using several illustrative case studies and vignettes from a range of companies around the globe, this playbook teaches people how to turn themselves or their companies into true innovation powerhouses.

Values at Work Prometheus Books

Life -- personally and professionally -- is lived to the fullest as a mosaic, encompassing a rich and complex set of diverse experiences that provide purpose, meaning, happiness, and success. Yet, the pressures of modern society push us toward narrower focus and deeper specialization in our lives and careers. Our pursuit of specific expertise risks us becoming isolated from those different from us; our lack of shared experience fosters suspicion and conflict. Today we have businesspeople and government officials who persistently distrust and demonize each

other; a fortunate swath of society with professional and financial security, increasingly isolated from those left behind; and community leaders who struggle to relate to and connect with the communities they serve. In every walk of life we have allowed ourselves to be pushed into self-defining cocoons from which it is difficult to break out. Nick Lovegrove's compelling vision provides the way out of this contemporary trap. He supplies vivid portraits of those who get it right (such as Paul Farmer, the physician whose broad and imaginative choices bring health and hope to the world's poorest people) and those who get it deeply wrong (such as Jeffrey Skilling, the former CEO of Enron) and connects their experiences with a blueprint of six skills -- a moral compass, transferrable skills, contextual intelligence, prepared mind, intellectual thread, and extended network. The Mosaic Principle will help you to succeed in an ever-changing, more complex, and diverse world, and build a more remarkable and fulfilling life.

After Appomattox Yale University Press

From the bestselling author of *Team of Teams* and *My Share of the Task*, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-

won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

How to Lead RosettaBooks

A rare insider's account of the inner workings of the Japanese economy, and the Bank of Japan's monetary policy, by a career central banker The Japanese economy, once the envy of the world for its dynamism and growth, lost its shine after a financial bubble burst in early 1990s and slumped further during the Global Financial Crisis in 2008. It suffered even more damage in 2011, when a severe earthquake set off the Fukushima Daiichi nuclear disaster. However, the Bank of Japan soldiered on to combat low inflation, low growth, and low interest rates, and in many ways it served as a laboratory for actions taken by central banks in other parts of the world. Masaaki Shirakawa, who led the bank as governor from 2008 to 2013, provides a rare insider's account of the workings of Japanese economic and monetary policy during this period and how it challenged mainstream economic thinking.

Managing Human Resources for the Millennial Generation Penguin
An illuminating investigation into a class of enterprising women aspiring to "make it" in the social media economy but often finding only unpaid work. Profound transformations in our digital society have brought many enterprising women to social media platforms—from blogs to YouTube to Instagram—in hopes of channeling their talents into fulfilling careers. In this eye-opening book, Brooke Erin Duffy draws much-needed attention to the gap between the handful who find lucrative careers and the rest, whose "passion projects" amount to free work for corporate brands. Drawing on interviews and fieldwork, Duffy offers fascinating insights into the work and lives of fashion bloggers, beauty vloggers, and designers. She connects the activities of these women to larger shifts in unpaid and gendered labor, offering a lens through which to understand, anticipate, and critique broader transformations in the creative economy. At a moment when social media offer the rousing assurance that anyone can "make it"—and stand out among freelancers, temps, and gig workers—Duffy asks us all to consider the stakes of not getting paid to do what you love.

Making the Invisible Visible Yale University Press

This new edition, which is being reissued in a more artistic format

and with many additional illustrations, updates the original text and adds a chapter showing what progress has been made in the ecological management of landscapes over the past decade."--BOOK JACKET.

The Visionary Director, Third Edition Kogan Page Publishers

One of 2021's Most Highly Anticipated New Books—Newsweek
One of The 20 Leadership Books to Read in 2020—Adam Grant
One of The Best New Wellness Books Hitting Shelves in January 2021—Shape.com
A Top Business Book for January 2021—Financial Times
A Next Big Idea Club Nominee
Social Chemistry will utterly transform the way you think about "networking." Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she shows, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.