

Harvard Business School Cases Sony

Handbook of Research on International Strategic Management Alain Verbeke, Hemant Merchant. 2012-01-01 Verbeke and Merchant have assembled a remarkable collection of brand new essays by the who's-who of international business. It will become a standard reference for both junior and senior scholars working in this increasingly important area. Ravi Ramamurti, Northeastern University, US Leading thinkers about the multinational enterprise offer both concise syntheses and critical reflections of the state of the art on international strategic management research. They in particular highlight the potential of internalization theory as a central paradigm for the field, and critically examine pertinent issues such as the complex notion of distance in international business. Refreshingly, they do not shy away from naming flaws in recent work, while offering avenues to improve the quality and impact of future research. Klaus Meyer, University of Bath, UK The Handbook provides an impressive state-of-the-art overview of the international strategic management field as an area of scholarly inquiry. The great strength of the work is the thoughtfulness of the messages conveyed by the expert team of authors. The implications for future international strategy research and for international management practice are profound and will influence the next generation of scholars in international strategy as well as senior level managers. Corporate executives will continue to operate in a world that is far from flat and will use this volume as a reliable compass, in the form of powerful conceptual frameworks, to navigate uncharted territory in the global economy. The Handbook presents a collection of 24 original research papers that should serve international strategy scholars and reflective MNE managers alike.

Target Costing and Value Engineering Robin Cooper. 2017-10-19 What would happen if everyone in your company followed a disciplined approach to cost reduction? Go ahead -- imagine it. What would it look like? How can it be done? The answer -- smart cost management. Effective cost management must start at the design stage. As much as 90-95% of a product's costs are added in the design process. That is why effective cost management programs focus on design and manufacturing. The primary cost management method to control cost during design is a combination of target costing and value engineering. Target Costing Objectives: Identify the cost at which your product must be manufactured at if it is to earn its profit margin at its expected target selling price. Break the target cost down to its component level and have your suppliers find ways to deliver the components they sell you at the set target prices while still making adequate returns. Value Engineering: The connection to function: An organized effort and team based approach to analyze the functions of goods and services that the design stage, and find ways to achieve those functions in a manner that allows the firm to meet its target costs. The result: Added value for your company (development costs on-line with added value for your company; development costs on-line with selling prices) and added value for your customer (higher quality products that meet, possibly even exceed, customer expectations.)

Ebook: Strategic Management of Technological Innovation SCHILLING. 2014-07-16 Ebook: Strategic Management of Technological Innovation

Innovation, Product Development and Commercialization Dariush Rafinejad. 2007-06-15 This title uses a holistic approach to examine the diverse issues that managers face to channel resources in the right direction for commercial success. It details the commercialization of innovation and new products in fast-paced, high-tech markets and how to match technological advances to new market opportunities.

Harvard Law Review Harvard Law Review. 2013-06-10 The Harvard Law Review is offered in a digital edition, featuring active Contents and URLs, linked notes, and proper ebook formatting. The contents of Issue 8 include: Article, Racial Capitalism, by Nancy Leong Essay, Shallow Signals, by Bert I. Huang Book Review, All Unhappy Families: Tales of Old Age, Rational Actors, and the Disordered Life, by Ariela R. Dubler Book Review, Lawyers, Law, and the New Civil Rights History, by Risa Goluboff Note, Recasting the U.S. International Trade Commission's Role in the Patent System Note, Juvenile Miranda Waiver and Parental Rights Note, The Province of the Jurist: Judicial Resistance to Expert Testimony on Eyewitnesses as Institutional Rivalry Note, Proposing a Locally Driven Entrepreneur Visa In addition, the issue features student commentary on Recent Cases, including such subjects as Illinois's ban on public carry of firearms, bookmarking of infringing material as a copyright violation, causation and criminals' statutory restitution, free movement rights in the EU, local bottling and the dormant commerce clause, and binding unnamed class members with a denial of class action certification. Finally, the issue includes notes on Recent Publications as well as a comprehensive Index to Volume 126 (2012-2013).

When Lean Enterprises Collide Robin Cooper. 1995 Cooper shows that the key to success in such an environment is the careful balance of cost, quality, and functionality - the survival triplet - in which cost is the critical element. He describes eight innovative cost management techniques - including target costing and value engineering - that have emerged in Japanese firms to manage costs across the value chain.

Managing International Trade And Investment: Casebook Spar Debora L. 2003-07-14 Despite the ease with which it is often conducted, doing business across borders is not the same as doing it at home. Rather, it entails a whole new set of managerial challenges: re-assessing competitive advantage; evaluating diverse political environments and legal structures; considering the impact of currency fluctuations and trading regimes; and understanding widely disparate cultures and business norms. Using the cases presented in this book, instructors can help their students build a framework of analysis that will enable them to understand the challenges of international trade and investment and master the opportunities these represent./a

Strategic Management Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce. 2024-02-21 Students enjoy the concise and approachable style of Strategic Management: Concepts and Cases, 5th Edition. Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools, this course engages students with an easy-to-understand learning experience to strategic management concepts that will help them succeed in today's workplace. The newest edition of Strategic Management sparks ideas, fuels creative thinking, and discussion, while engaging students via contemporary examples, outstanding author-produced cases, unique Strategy Tool Applications, and much more!

Global Strategic Management Philippe Lasserre, Felipe Monteiro. 2022-11-03 Seamlessly blending academic rigour and practicality, this textbook provides an introduction to global business strategy. Assuming a born global perspective, Global Strategic Management is supported by ample pedagogical features, including numerous case studies and examples featuring both established multinationals and unknown SMEs from across the globe. The book takes an applied approach to global business strategy, emphasising functional parts of international business (managing marketing, operations, HR and finance). The text has been widely updated to incorporate the impacts of the Covid-19 pandemic, such as work from anywhere and deglobalization. New to this fifth edition is increased material on sustainability and corporate social responsibility, including discussion of climate change, NGOs and sustainable development goals. Subjects such as the impact of technology, cryptocurrency and global strategy in the digital space are discussed in more detail, while the conflict in Ukraine is also considered.

Contemporary Brand Management Johny K. Johansson, Kurt A. Carlson. 2014-01-17 Written by experts on global marketing, Contemporary Brand Management focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout. Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

Handbook of East Asian Entrepreneurship Tony Fu-Lai Yu, Ho-Don Yan. 2014-10-03 With the shift of the global economic gravity toward emerging economies and the roaring economic growth of the past three decades in

China, East Asian catching-up growth strategies have profound implications for latecomer economies. While there are many handbooks on entrepreneurship in general, there is no reference on East Asian entrepreneurship. This is the first of its kinds in the market. The volume provides a useful reference for those who want to know East Asian entrepreneurship and business systems. It also provides many excellent cases and illustrations on the growth of entrepreneurial firms and the rise of branded products in East Asia. Policy makers or scholars who are interested in entrepreneurship, small and medium sized enterprises, Asian business systems, international business, innovation and technology management, economic development, strategic management and East Asian studies would benefit from this volume. The volume contains two parts. The first part is the key concepts associate with entrepreneurship and East Asian firm growth and transformation. The second part presents cases of entrepreneurial firms and their founders in East Asia, including Japan, South Korea, Taiwan, Hong Kong and China. With the handbook, scholars, students and policy makers can grab some basic ideas how entrepreneurs and firms in East Asia compete and survive in the world market and understand why and how East Asia economies can emerge as one of the most dynamic regions in the world. Part I concepts: relating to Entrepreneurship: Guanxi Catching-up strategies Types of entrepreneurship Business System Strategic Management Leadership Part II cases cover variedly from manufacturing to services industries, and specifically including traditional and newly corporations ranging from toys, convenient stores, fast fashion, high-tech, to catering and service. Written by experts in their respective areas, Handbook of East Asia entrepreneurship is an excellent review of theories, policies and empirical evidences on important topics in Entrepreneurship in East Asian economic development. The book is both a superb teaching tool and a valuable handbook in development economics.

Will and Vision Gerard J. Tellis, Peter N. Golder. 2006

Harvard Business Review .2007

Cost Management and Its Interplay with Business Strategy and Context Alf Oldman, Cyril Tomkins. 2018-12-17 First published in 1999. This text aims to consider how the financial controller/management accountant decides to design a cost management system given the range of approaches to cost management advocated in recent years. The book reports on research which tested the relationship between cost management systems adopted and the strategic orientation of the company, through five detailed case studies of well-known and named companies. The case studies trace the developments in each company through time.

Contemporary Strategy Analysis and Cases Robert M. Grant. 2010-04-05 NEW! Combined Text & Cases Version Considered by many to be the best textbook on Strategy, Contemporary Strategy Analysis 7th edition builds on the strengths of previous editions by introducing students to the core concepts and principles of strategy. In this most accessible strategy text, Robert M. Grant combines clarity of exposition with concentration on the fundamentals of value creation and an emphasis on practicality. In this seventh edition, a greater focus on strategy implementation reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. Rob Grant eloquently combines theory with current real world examples and practice using a clearly written, logical and comprehensive style. Contemporary Strategy Analysis 7th edition is suitable for both MBA and advanced undergraduate students. Full teachings notes to the cases will be available upon publication at the companion website www.contemporarystrategyanalysis.com Contemporary Strategy Analysis 7th Edition is also available in a text only version - ISBN: 9780470747100

The Silo Effect Gillian Tett. 2015-09-01 Award-winning journalist Gillian Tett “applies her anthropologist’s lens to the problem of why so many organizations still suffer from a failure to communicate. It’s a profound idea, richly analyzed” (The Wall Street Journal), about how our tendency to create functional departments—silos—hinders our work. The Silo Effect asks a basic question: why do humans working in modern institutions collectively act in ways that sometimes seem stupid? Why do normally clever people fail to see risks and opportunities that later seem blindingly obvious? Why, as Daniel Kahnemann, the psychologist put it, are we sometimes so “blind to our own blindness”? Gillian Tett, “a first-rate journalist and a good storyteller” (The New York Times), answers these questions by plumbing her background as an anthropologist and her experience reporting on the financial crisis in 2008. In *The Silo Effect*, she shares eight different tales of the silo syndrome, spanning Bloomberg’s City Hall in New York, the Bank of England in London, Cleveland Clinic hospital in Ohio, UBS bank in Switzerland, Facebook in San Francisco, Sony in Tokyo, the BlueMountain hedge fund, and the Chicago police. Some of these narratives illustrate how foolishly people can behave when they are mastered by silos. Others, however, show how institutions and individuals can master their silos instead. “Highly intelligent, enjoyable, and enlivened by a string of vivid case studies...The Silo Effect is also genuinely important, because Tett’s prescription for curing the pathological silo-isation of business and government is refreshingly unorthodox and, in my view, convincing” (Financial Times). This is “an enjoyable call to action for better integration within organizations” (Publishers Weekly).

The Case Method at the Harvard Business School Malcolm Perrine McNair. 1954

Teaching and the Case Method Louis B. Barnes, Carl Roland Christensen, Abby J. Hansen. 1994 This third edition of *Teaching and the Case Method* is a further response to increased national and international interest in teaching, teachers, and learning, as well as the pressing need to enhance instructional effectiveness in the widest possible variety of settings. Like its predecessors, this edition celebrates the joys of teaching and learning at their best and emphasizes the reciprocal exchange of wisdom that teachers and students can experience. It is based on the belief that teaching is not purely a matter of inborn talent. On the contrary, the knowledge, skills, and attitudes that make for excellence in teaching can be analyzed, abstracted, and learned. One key premise of *Teaching and the Case Method* is that all teaching and learning involve a core of universally applicable principles that can be discerned and absorbed through the study and discussion of cases.

Developing a Business Case Harvard Business School Press. 2010-11-23 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

Tap Dancing to Work Carol J. Loomis. 2012-11-21 Warren Buffett built Berkshire Hathaway into something remarkable— and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn’t dream that Warren Buffett would one day be considered the world’s greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett’s fortune and reputation grew over time, Loomis used her unique insight into Buffett’s thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett’s investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977’s “How Inflation Swindles the Equity Investor.” Andrew Tobias’s 1983 article “Letters from Chairman Buffett,” the first review of his Berkshire Hathaway shareholder letters. Buffett’s stunningly prescient 2003 piece about derivatives, “Avoiding a Mega-Catastrophe.” His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids “enough money so they would feel they could do anything, but not so much that they could do nothing.” Bill Gates’s 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work’s combination of trust between two friends, the writer’s deep understanding of Buffett’s world, and a very long-term perspective.

Sony vs Samsung Sea-Jin Chang. 2011-02-25 Sony vs. Samsung is business history at its best! It explores the divergent fortunes of these two electronics giants in the last decade and identifies the true reasons behind Sony's decline and Samsung's rise. Contrary to popular belief, Chang shows that success (or failure) does not simply arise from different strategies. Rather, it emerges from major decisions that are deeply rooted in the

companies' organizational processes and their executives' political behavior. This book is a must-read for any senior executive. —Constantinos Markides, Robert P. Bauman Professor of Strategic Leadership and Chairman, Strategy Department, London Business School Sea-Jin Chang has produced that rarity in a business book—one that is as valuable to practicing managers as it is insightful to academic researchers. In this fascinating comparison of two modern global giants, he applies his high resolution research microscope to their changing fortunes by dissecting their contrasting strategies, and providing interesting insights into their divergent organizational processes and management practices. This is a very valuable contribution to the international business literature. It will end up in as many corporate boardrooms as faculty seminars. —Christopher A. Bartlett, Thomas D. Casserly Professor Emeritus, Harvard Business School Sea-Jin Chang has written a fascinating comparison of Sony and Samsung that will be valuable to anyone interested in strategy, organizations or international business. The interwoven and very detailed case studies of two very different companies in overlapping industries illuminate problems such as adaptation to technological change (analog to digital), organizational flexibility and globalization. His attempt to analyze both strategic development and implementation is successful and very useful. Both academics and practitioners will learn a lot from this book. —Stephen J. Kobrin, William Wurster Professor of Multinational Management, The Wharton School, University of Pennsylvania Refreshingly original and entertaining, this book analyzes major strategic decisions of Samsung and Sony and highlights organizational processes and top management leadership that have shaped their performances. This is a must-read for all executives who want to understand the strengths and weaknesses of Asian competitors. It also provides penetrating insights to other Asian companies with global ambitions. —Myoung Woo Lee, President and CEO, iriver

Global Strategic Management Jedrzej George Frynas, Kamel Mellahi. 2015 Emphasising the essential techniques of business best practices, this title offers thorough analysis and discussions on concepts such as environmental analysis, strategy development and strategy implementation.

Harvard Business School ... Catalog of Teaching Materials .1998

Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA, and Harvard Business Review article "How Will You Measure Your Life?") (4 Items) Clayton M. Christensen, Michael E. Raynor, Jeff Dyer, Hal Gregersen. 2011-07-19 Clayton Christensen's definitive works on innovation—offered together for the first time Will you fall victim to disruptive innovation—or become a disruptor yourself? Tip the odds in your favor with the bestselling books that have made Christensen one of the world's foremost authorities on innovation. You'll also get his award-winning HBR article, full of inspiration for finding meaning and happiness in your life using the principles of business. The 4-volume collection includes: *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* In one of the most influential business books of our time, Christensen introduced the world to the concept of disruptive innovation, showing how even the most outstanding companies can do everything right—yet still lose market leadership. Don't repeat their mistakes. *The Innovator's Solution: Creating and Sustaining Successful Growth* Citing in-depth research and theories tested in hundreds of companies across many industries, Christensen and co-author Michael Raynor provide the tools organizations need to become disruptors themselves. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators* Christensen and coauthors Jeffrey Dyer and Hal Gregersen identify behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and the Virgin Group—to show how you and your team can unlock the code to generating and executing more innovative ideas. "How Will You Measure Your Life?" (HBR article) At Harvard Business School, Clayton Christensen teaches aspiring MBAs how to apply management and innovation theories to build stronger companies. But he also believes that these models can help people lead better lives. In this award-winning Harvard Business Review article, he explains how, exploring questions everyone needs to ask: How can I be happy in my career? How can I be sure that my relationship with my family is an enduring source of happiness? And how can I live my life with integrity?

Digital Media and Innovation Richard A. Gershon. 2016-02-11 *Digital Media and Innovation*, by Richard A. Gershon, takes an in-depth look at how smart, creative companies have transformed the business of media and telecommunications by introducing unique and original products and services. Today's media managers are faced with the same basic question: what are the best methods for staying competitive over time? In one word: innovation. From electronic commerce (Amazon, Google) to music and video streaming (Apple, Pandora, and Netflix), digital media has transformed the business of retail selling and personal lifestyle. This text will introduce current and future media industry professionals to the people, companies, and strategies that have proven to be real game changers by offering the marketplace a unique value proposition for the consumer.

Cambridge Marketing Handbook: Pricing Points .2013-12-03 Pricing is an emotive and complex topic, demanding an understanding of a number of domains of business knowledge. In this accessible handbook we present practical information and tools to enable the reader to make important decisions knowledgeably and confidently, and to explain these decisions to colleagues. The material has a strong Value theme throughout as every pricing decision should be taken within the context of customer value. *Cambridge Marketing Handbook: Pricing Points* explores essential knowledge and important theory on topics including value, economics, accounting and segmentation. It covers conventional and novel approaches to pricing (competition, cost, value-based and dynamic methods) with contemporary illustrations from B2B, B2C and B2B2C. Real company examples throughout the book are drawn from global consulting practice with major enterprises and state of knowledge content from international conferences.

Transnational Corporations and Transnational Governance S. Lundan. 2014-12-02 *Transnational Corporations and Transnational Governance* examines the different kinds of distance-related barriers related to cross-border investment. Different forms of governance, whether inside the firm or as part of its network of external relationships, have the aim of reducing uncertainty and creating a more predictable environment.

Teaching with Cases William Thomas Schiano, Espen Anderson. 2014 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.

Case Method .1980*

Managing the Global Network Corporation Bruce McKern. 2003 This book considers the increasing importance of changing structures, organization and management, within multinational corporations.

The Strategic Management of Intellectual Capital and Organizational Knowledge Chun Wei Choo, Nick Bontis. 2002 This book is the first to present a review and synthesis of the research in knowledge management and strategy management. The readings in this book will help readers get an understanding of the best methods to create and apply knowledge in order to sustain superior organizational performance.

Harvard Business School Bulletin .2003

Different Youngme Moon. 2011-09-06 What if working like crazy to beat the competition did exactly the opposite, making you mediocre and more like the competition? In today's world of overabundant consumer choices and superfluous apps, upgrades, add-ons, and features, brands have become nearly identical, as their efforts to outdo one another have pushed them into a dizzying herd of indistinct options. Youngme Moon identifies the outliers, the mavericks, the iconoclasts—the players who have thoughtfully rejected orthodoxy in favor of an approach that is more adventurous. Some are even "hostile," almost daring you to buy what they are selling. Using her original research on companies such as IKEA and Google, Moon will inspire you to be counterintuitive and meaningfully different—to rethink your business strategy, to stop conforming and start deviating, to stop emulating and start innovating. Because to stand out you must become the exception, not the rule.

Managing Your Intellectual Property Assets Scott Shane.2008-11-01 This book outlines and illustrates strategies that you must employ to protect your intellectual property. There are legal means available to you, and this book defines these means and explains them in plain language. If you want to protect your innovative product and service from your competition this book shows you how. It also provides you with the steps and actions needed to generate competitive advantage and profit for your company.

Sony Targets Laptop Consumers in China Kent Grayson,Sachin Waikar.2017 The manager of the Sony VAIO personal computer in China has been given two segmentation studies. One study is country-specific and product-specific. The other is a global segmentation study, which covers all regions and all of Sony's many consumer electronics. Which segmentation study should the manager rely on---or is there a way to rely on both? After deciding which study is best, which consumer should the manager target, and with what position? To provide a basis for students (with the help of their lecturer or professor) to answer the following questions: What are the general purposes of a market segmentation study, and what are some of the associated challenges? Is it better for a segmentation study to provide information about the likelihood of category purchase or the likelihood of brand purchase? What are the plusses and minuses of a global versus local segmentation study, and what are the marketing implications of each?

Managing New Product and Process Development Steven C. Wheelwright.2010-07-06 Argues that a company's capability to conceive and design quality prototypes and bring a variety of products to market more quickly than its competitors is increasingly the focal point of competition. The authors present principles for developing speed and efficiency.

How the Harvard Business School Changed the Way We View Organizations Jay W. Lorsch.2023-11-08 Listen, observe, test—these three words lie at the heart of a powerful method for businesses' transformation. Behind this method is a deceptively simple idea: managers and management scholars must first take the pulse of a real business, get its case history, diagnose its problems, and only then solve them. Invented by the scholars who launched Harvard Business School, this medical model will still cure companies today. Damningly, during the last thirty years business schools embraced the presumptions of economists, game theorists, and other calculators of abstraction. The solving of real-world, real-time problems has atrophied and stagnated. In this book, renowned scholar and emeritus professor Jay W. Lorsch marshals evidence, history, and insights from his more than fifty-year career at Harvard Business School to make the case for a return to the medical model—the practices of listening, observing, and testing in which the fields of human relations and organizational behavior are rooted. By telling the history of the development of his field, Lorsch demonstrates how the medical model emerged in the years before World War II and for decades helped managers, management scholars, and consultants diagnose and solve the problems besetting companies large and small. Explaining the case studies that define the practice, he discusses how the model has been refined and reapplied by later generations and how it can continue to address issues such as diversity, leadership, competition, and optimal corporate board structures.

Unlocking Creativity Michael A. Roberto.2019-01-07 Tear down the obstacles to creative innovation in your organization Unlocking Creativity is an exploration of the creative process and how organizations can clear the way for innovation. In many organizations, creative individuals face stubborn resistance to new ideas. Managers and executives oftentimes reject innovation and unconventional approaches due to misplaced allegiance to the status quo. Questioning established practices or challenging prevailing sentiments is frequently met with stiff resistance. In this climate of stifled creativity and inflexible adherence to conventional wisdom, potentially game-changing ideas are dismissed outright. Senior leaders claim to value creativity, yet often lack the knowledge to provide a creative framework. Unlocking Creativity offers effective methods and real-world examples of how the most successful organizations create cultures of innovation and experimentation. Best-selling author and scholar Michael Roberto presents a thorough investigation of organizational obstacles to creative thought. Highly relevant to the growth crises many enterprises face in today's economic landscape, this book examines how to break barriers to spark creativity and foster new ideas. This insightful and informative work allows business executives, senior managers, and organization leaders to: Recognize the six organizational mindsets that impede creativity and innovation Learn how to tear down the barriers that obstruct the creative process Create an environment that allows talented people to thrive Encourage creative collaboration in teams throughout an organization Leaders do not have to conceive innovative ideas, but rather open the path for curious and creative employees within their organization. Unlocking Creativity: How to Solve Any Problem and Make the Best Decisions aids organizations in removing obstacles to the creative process and helps to form an atmosphere of imagination and innovation.

The Musical Work Michael Talbot.2000-05-01 Like literature and art, music has 'works'. But not every piece of music is called a work, and not every musical performance is made up of works. The complexities of this situation are explored in these essays, which examine a broad swathe of western music. From plainsong to the symphony, from Duke Ellington to the Beatles, this is at root an investigation into how our minds parcel up the music that we create and hear.

Managing Sustainable Business Gilbert G. Lenssen,N. Craig Smith.2018-03-07 This book offers 32 texts and case studies from across a wide range of business sectors around a managerial framework for Sustainable Business. The case studies are developed for and tested in executive education programmes at leading business schools. The book is based on the premise that the key for managing the sustainable business is finding the right balance over time between managing competitiveness and profitability AND managing the context of the business with its political, social and ecological risks and opportunities. In that way, a sustainable business is highly responsive to the demands and challenges from both markets and societies and managers embrace the complexity, ambivalence and uncertainty that goes along with this approach. The book presents a framework that facilitates the adoption of best business practice. This framework leads executives through a systematic approach of strategic analysis and business planning in risk management, issues management, stakeholder management, sustainable business development and strategic differentiation, business model innovation and developing dynamic capabilities. The approach helps broaden the understanding of what sustainable performance means, by protecting business value against sustainability risks and creating business value from sustainability opportunities.

Decoding **Harvard Business School Cases Sony**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Harvard Business School Cases Sony**," a mesmerizing literary creation penned with a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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