

# By Sunil Gupta Harvard Business School

**The Shopping Revolution** Barbara E. Kahn 2018 Amazon disrupts everything it touches and upends any market it enters. In the era of its game-changing dominance, how can any company compete? We are just witnessing the start of the radical changes in retail that will revolutionize shopping in every way. As Amazon and other disruptors continue to offer ever-greater value, customers' expectations will continue to ratchet up, making winning (and keeping) those customers all the more challenging. For some retailers, the changes will push customers permanently out of their reach—and their companies out of business. In *The Shopping Revolution*, Barbara E. Kahn, a foremost retail expert and professor at The Wharton School, examines the companies that have been most successful during this wave of change, and offers fresh insights into what we can learn from their ascendance. How did Amazon become the retailer of choice for a large portion of the US population, and how can other companies work with them or compete with them? How did Walmart beat out other grocers in the late 1990s to become the leader in food retailing, and how must they pivot to hold their leadership position today? How did Warby Parker make a dent in the once-untouchable Luxottica's lucrative eyewear business, and what can that tell start-ups about how to unseat a Goliath? How did Sephora draw customers away from once-dominant department stores to become the go-to retailers for beauty products, and what can retailers learn from their success? How are luxury and fast-fashion retailers competing in the ever-changing, fickle world of fashion? Building on these insights, Kahn offers a framework that any company can use to create a competitive strategy to survive and thrive in today's—and tomorrow's—retail environment. *The Shopping Revolution* is a must-read for those in the retailing business who want to develop an effective strategy, entrepreneurs looking at starting their own business, and anyone interested in understanding the changing landscape in which they are shopping. Barbara E. Kahn is Patty and Jay H. Baker Professor of Marketing at The Wharton School at the University of Pennsylvania. She served two terms as the Director of the Jay H. Baker Retailing Center. Prior to rejoining Wharton in 2011, Barbara served as the Dean and Schein Professor of Marketing at the School of Business Administration, University of Miami (from 2007 to 2011). Before becoming Dean at UM, she spent 17 years at Wharton as Silberberg Professor of Marketing. She was also Vice Dean of the Wharton Undergraduate program. She is the author of *Global Brand Power: Leveraging Branding for Long-Term Growth* and co-author of *The Grocery Revolution: The New Focus on the Consumer*, which documented the changes in the grocery business in the mid-1990s when Walmart became a force in the industry.

**All Or Nothing** Paul W. Franks 2005-10-30 Interest in German Idealism—not just Kant, but Fichte and Hegel as well—has recently developed within analytic philosophy, which traditionally defined itself in opposition to the Idealist tradition. Yet one obstacle remains especially intractable: the Idealists' longstanding claim that philosophy must be systematic. In this work, the first overview of the German Idealism that is both conceptual and methodological, Paul W. Franks offers a philosophical reconstruction that is true to the movement's own times and resources and, at the same time, deeply relevant to contemporary thought. At the center of the book are some neglected but critical questions about German Idealism: Why do Fichte, Schelling, and Hegel think that philosophy's main task is the construction of a system? Why do they think that every part of this system must derive from a single, immanent and absolute principle? Why, in short, must it be all or nothing? Through close examination of the major Idealists as well as the overlooked figures who influenced their reading of Kant, Franks explores the common ground and divergences between the philosophical problems that motivated Kant and those that, in turn, motivated the Idealists. The result is a characterization of German Idealism that reveals its sources as well as its pertinence—and its challenge—to contemporary philosophical naturalism.

**Unshadowed Thought** Charles Travis 2000 This book mounts a sustained attack on ideas that are dear to many practitioners of analytic philosophy. It rejects the idea that thoughts are essentially representational items whose content is independent of context. In doing so, it undermines the foundations of much contemporary philosophy of mind.

**Practical Deep Learning for Cloud, Mobile, and Edge** Anirudh Koul 2019-10-14 Whether you're a software engineer aspiring to enter the world of deep learning, a veteran data scientist, or a hobbyist with a simple dream of making the next viral AI app, you might have wondered where to begin. This step-by-step guide teaches you how to build practical deep learning applications for the cloud, mobile, browsers, and edge devices using a hands-on approach. Relying on years of industry experience transforming deep learning research into award-winning applications, Anirudh Koul, Siddha Ganju, and Meher Kasam guide you through the process of converting an idea into something that people in the real world can use. Train, tune, and deploy computer vision models with Keras, TensorFlow, Core ML, and TensorFlow Lite Develop AI for a range of devices including Raspberry Pi, Jetson Nano, and Google Coral Explore fun projects, from Silicon Valley's Not Hotdog app to 40+ industry case studies Simulate an autonomous car in a video game environment and build a miniature version with reinforcement learning Use transfer learning to train models in minutes Discover 50+ practical tips for maximizing model accuracy and speed, debugging, and scaling to millions of users

**Blockbusters** Anita Elberse 2013-10-15 Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, *Blockbusters* is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

**The Ends Game** Marco Bertini 2022-01-11 How some firms are rewriting the rules of commerce by pursuing "ends"—actual outcomes—rather than selling "means"—their products and services. Would you rather pay for health care or for better health? For school or education? For groceries or nutrition? A car or transportation? A theater performance or entertainment? In *The Ends Game*, Marco Bertini and Oded Koenigsberg describe how some firms are rewriting the rules of commerce: instead of selling the "means" (products and services), they adopt innovative revenue models to pursue the "ends" (actual outcomes). They show that paying by the pill, semester, food item, vehicle, or show does not necessarily reflect the value that customers actually derive from their purchases. Revenue models anchored on the ownership of products, they argue, are patently inferior.

**The Digital Matrix** Venkat Venkatraman 2023-03-07 This much-anticipated updated edition of this digital-first playbook equips a new generation of leaders to win in a business landscape dominated by disruption. Since the publication of the first edition over six years ago, the analysis and predictions presented in *The Digital Matrix* have played out in the global economy, as more industries have gone digital-first. Some legacy companies have gone under in the interim, while others continue to grapple with the question of how to pull off a life-saving digital transformation. The digital giants and tech entrepreneurs are no longer at the periphery of traditional industries but have emerged as the rule-makers in industries as diverse as financial services, health care, media and entertainment, retailing, and automotive sectors. *The Digital Matrix* will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With *The Digital Matrix*, you will: Learn to navigate the world of digital ecosystems Discover ways of competing and collaborating with other companies to create and capture value Realize how powerful machines can amplify your company's human talent Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rule book for the digital future Digital technology has proved to be essential for navigating the uncertainties of work, health, and life during the pandemic; and it will prove to be more central to how companies refine their strategies and business models for the

postpandemic world. The defining challenge for today's generation of managers (who will be tomorrow's leaders) is to prepare their organization to discard the rules perfected in the industrial age and develop their own unique rule book for their digital future. Your company's future depends on its ability to harness digital technology. Don't wait!

**The PM Imperative** Jahn Karsybaev 2021-04-30 Project Management is omnipresent. Not just in IT or Construction. We do it on a daily basis, even in our personal lives (well, at least some of us). We are not going to bore you with the history lessons and when Henry Gantt developed the first planning and controlling techniques. The motivation for this book comes from multiple years of managing projects and "retrospectives" from failed experiments. Collectively, we have been managing projects for almost 20 years combined, mostly for Fortune 500 companies. Moreover, this book comes with a library of key templates and documents that we have created throughout our years at these companies, which we hope will come in useful to our readers as they embark on their project management journey.

**Epistemic Cultures** Karin Knorr Cetina 1999-05-01 How does science create knowledge? Epistemic cultures, shaped by affinity, necessity, and historical coincidence, determine how we know what we know. In this book, Karin Knorr Cetina compares two of the most important and intriguing epistemic cultures of our day, those in high energy physics and molecular biology. Her work highlights the diversity of these cultures of knowing and, in its depiction of their differences--in the meaning of the empirical, the enactment of object relations, and the fashioning of social relations--challenges the accepted view of a unified science. By many accounts, contemporary Western societies are becoming knowledge societies--which run on expert processes and expert systems epitomized by science and structured into all areas of social life. By looking at epistemic cultures in two sample cases, this book addresses pressing questions about how such expert systems and processes work, what principles inform their cognitive and procedural orientations, and whether their organization, structures, and operations can be extended to other forms of social order. The first ethnographic study to systematically compare two different scientific laboratory cultures, this book sharpens our focus on epistemic cultures as the basis of the knowledge society.

**Big Bang Disruption** Larry Downes 2014-01-07 It used to take years or even decades for disruptive innovations to dethrone dominant products and services. But now any business can be devastated virtually overnight by something better and cheaper. How can executives protect themselves and harness the power of Big Bang Disruption? Just a few years ago, drivers happily spent more than \$200 for a GPS unit. But as smartphones exploded in popularity, free navigation apps exceeded the performance of stand-alone devices. Eighteen months after the debut of the navigation apps, leading GPS manufacturers had lost 85 percent of their market value. Consumer electronics and computer makers have long struggled in a world of exponential technology improvements and short product life spans. But until recently, hotels, taxi services, doctors, and energy companies had little to fear from the information revolution. Those days are gone forever. Software-based products are replacing physical goods. And every service provider must compete with cloud-based tools that offer customers a better way to interact. Today, start-ups with minimal experience and no capital can unravel your strategy before you even begin to grasp what's happening. Never mind the "innovator's dilemma"—this is the innovator's disaster. And it's happening in nearly every industry. Worse, Big Bang Disruptors may not even see you as competition. They don't share your approach to customer service, and they're not sizing up your product line to offer better prices. You may simply be collateral damage in their efforts to win completely different markets. The good news is that any business can master the strategy of the start-ups. Larry Downes and Paul Nunes analyze the origins, economics, and anatomy of Big Bang Disruption. They identify four key stages of the new innovation life cycle, helping you spot potential disruptors in time. And they offer twelve rules for defending your markets, launching disruptors of your own, and getting out while there's still time. Based on extensive research by the Accenture Institute for High Performance and in-depth interviews with entrepreneurs, investors, and executives from more than thirty industries, Big Bang Disruption will arm you with strategies and insights to thrive in this brave new world.

**Strong Brands, Strong Relationships** Susan Fournier 2015-06-12 From the editor team of the ground-breaking Consumer-Brand Relationships: Theory and Practice comes this new volume. Strong Brands, Strong Relationships is a collection of innovative research and management insights that build upon the foundations of the first book, but takes the study of brand relationships outside of traditional realms by applying new theoretical frameworks and considering new contexts. The result is an expanded and better-informed account of people's relationships with brands and a demonstration of the important and timely implications of this evolving sub-discipline. A range of different brand relationship environments are explored in the collection, including: online digital spaces, consumer collectives, global brands, luxury brands, branding in terrorist organizations, and the brand relationships of men and transient consumers. This book attends to relationship endings as well as their beginnings, providing a full life-cycle perspective. While the first volume focused on positive relationship benefits, this collection explores dysfunctional dynamics, adversarial and politically-charged relationships, and those that are harmful to well-being. Evocative constructs are leveraged, including secrets, betrayals, anthropomorphism, lying, infidelity, retaliation, and bereavement. The curated collection provides both a deeper theoretical understanding of brand relationship phenomena and ideas for practical application from experiments and execution in commercial practice. Strong Brands, Strong Relationships will be the perfect read for marketing faculty and graduate students interested in branding dynamics, as well as managers responsible for stewarding brands.

**Backable** Suneel Gupta 2021-02-23 A groundbreaking book that boldly claims the key to success is not talent, connections, or ideas, but the ability to persuade people to take a chance on your potential. "The most exceptional people aren't just brilliant...they're backable." —Daniel Pink, #1 New York Times bestselling author of *When, Drive and To Sell is Human* No one makes it alone. But there's a reason some people can get investors or bosses to believe in them while others cannot. And that reason has little to do with experience, pedigree, or a polished business plan. Backable people seem to have a hidden quality that inspires others to take action. We often chalk this up to natural talent or charisma...either you have "it" or you don't. After getting rejected by every investor he pitched, Suneel Gupta had a burning question: Could "it" be learned? Drawing lessons from hundreds of the world's biggest thinkers, Gupta discovered how to pitch new ideas in a way that has raised millions of dollars, influenced large-scale change inside massive corporations, and even convinced his eight-year-old daughter to clean her room. Inside Backable are long-held secrets from producers of Oscar-winning films, members of Congress, military leaders, culinary stars, venture capitalists, founders of unicorn-status startups, and executives at iconic companies like Lego, Method, and Pixar. Backable reveals how the key to success is not charisma, connections, or even your résumé, but rather your ability to persuade others to take a chance on you. This original book will show you how.

**Customer Relationship Management** V. Kumar 2012-04-30 Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was followed by many disappointing initiatives only to see the maturing of the underlying concepts and applications in recent years. Today, CRM represents a strategy, a set of tactics, and a technology that have become indispensable in the modern economy. This book presents an extensive treatment of the strategic and tactical aspects of customer relationship management as we know it today. It stresses developing an understanding of economic customer value as the guiding concept for marketing decisions. The goal of the book is to serve as a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM.

**Tales of the Mighty Dead** Robert Brandom 2002 A work in the history of systematic philosophy that is itself animated by a systematic philosophic aspiration, this book by one of the most prominent American philosophers working today provides an entirely new way of looking at the development of Western philosophy from Descartes to the present. Brandom begins by setting out a historical context and outlining a methodological rationale for his enterprise. Then, in chapters on Spinoza, Leibniz, Hegel, Frege, Heidegger, and Sellars, he pursues the most fundamental philosophical issues concerning intentionality, and therefore mindedness itself, revealing an otherwise invisible set of overlapping themes and explanatory strategies. Various functionalist, inferentialist, holist, normative, and social pragmatist in character, the explanations of intentionality offered by these philosophers, taken together, form a distinctive tradition. The fresh perspective afforded by this tradition enriches our understanding of the philosophical topics being addressed, provides a new conceptual vantage point for viewing our philosophical ancestors, and highlights central features of the sort of rationality that consists in discerning a philosophical tradition--and it does so by elaborating a novel, concrete instance of just

such an enterprise.

**Reason in Philosophy** Robert Brandom 2009 An emphasis on our capacity to reason, rather than merely to represent, has been growing in philosophy over the years. This book gives an overview of the author's understanding of the role of reason as the structure at once of our minds and our meanings - what constitutes us as free, responsible agents.

**Leading Digital** George Westerman 2014-09-23 Become a Digital Master—No Matter What Business You're In If you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups. But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you'll learn: • How to engage better with your customers • How to digitally enhance operations • How to create a digital vision • How to govern your digital activities The book also includes an extensive step-by-step transformation playbook for leaders to follow. *Leading Digital* is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

**Columbia Business School** Brian Thomas 2016-11-22 Featuring interviews with topflight scholars discussing their work and that of their colleagues, this retrospective of the first hundred years of Columbia Business School recounts the role of the preeminent institution in transforming education, industry, and global society. From its early years as the birthplace of value investing to its seminal influence on Warren Buffett and Benjamin Graham, the school has been a profound incubator of ideas and talent, determining the direction of American business. In ten chapters, each representing a single subject of the school's research, senior faculty members recount the collaborative efforts and innovative approaches that led to revolutionary business methods in fields like finance, economics, and accounting. They describe the pioneering work that helped create new quantitative and stochastic tools to enhance corporate decision making, and they revisit the groundbreaking twentieth-century marketing and management paradigms that continue to affect the fundamentals of global business. The volume profiles several prominent centers and programs that have helped the school adapt to recent advancements in international business, entrepreneurship, and social enterprise. Columbia Business School has long offered its diverse students access to the best leaders and thinkers in the industry. This book not only reflects on these relationships but also imagines what might be accomplished in the next hundred years.

**Designed for Digital** Jeanne W. Ross 2021-09-21 Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. *Designed for Digital* offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

**HBR's 10 Must Reads on Managing Yourself (with bonus article "How Will You Measure Your Life?" by Clayton M. Christensen)** Harvard Business Review 2011-01-03 The path to your professional success starts with a critical look in the mirror. If you read nothing else on managing yourself, read these 10 articles (plus the bonus article "How Will You Measure Your Life?" by Clayton M. Christensen). We've combed through hundreds of Harvard Business Review articles to select the most important ones to help you maximize yourself. *HBR's 10 Must Reads on Managing Yourself* will inspire you to: Stay engaged throughout your 50+-year work life Tap into your deepest values Solicit candid feedback Replenish physical and mental energy Balance work, home, community, and self Spread positive energy throughout your organization Rebound from tough times Decrease distractibility and frenzy Delegate and develop employees' initiative This collection of best-selling articles includes: bonus article "How Will You Measure Your Life?" by Clayton M. Christensen, "Managing Oneself," "Management Time: Who's Got the Monkey?" "How Resilience Works," "Manage Your Energy, Not Your Time," "Overloaded Circuits: Why Smart People Underperform," "Be a Better Leader, Have a Richer Life," "Reclaim Your Job," "Moments of Greatness: Entering the Fundamental State of Leadership," "What to Ask the Person in the Mirror," and "Primal Leadership: The Hidden Driver of Great Performance."

**Self-Consciousness and Objectivity** Sebastian Rödl 2018-01-08 Sebastian Rödl undermines a foundational dogma of contemporary philosophy: that knowledge, in order to be objective, must be knowledge of something that is as it is, independent of being known to be so. This profound work revives the thought that knowledge, precisely on account of being objective, is self-knowledge: knowledge knowing itself.

**The Essence of Politics** Kamandaki 2021 Kamandaki's Nitisāra, or *The Essence of Politics*, redefined the field of political thought in early medieval India and became one of the most influential works in the genre across South and Southeast Asia. It was likely written during or shortly after the Gupta Empire (c. 325-550 CE) and enjoyed wide popularity for nearly a millennium. An elegant introduction to the intricacies of statecraft, *The Essence of Politics* encompasses virtually all aspects of elite social life, making it indispensable for generals, spies, ministers, and other members of the royal court, especially poets writing about war and conquest. Addressed directly to the king, its lessons range from the finer points of military strategy and economic policy to the moral qualities of effective rulers. Kamandaki anchors political practice in intellectual and spiritual discipline. His model of leadership, based on self-control and personal cultivation, is as relevant today as it was in its own time. The Sanskrit text, presented here in the Devanagari script, accompanies a new English prose translation.

**Why Digital Transformations Fail** Tony Saldanha 2019-07-23 Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

**Competing in the Age of AI** Marco Iansiti 2020-01-07 "a provocative new book" — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco



Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

*Managing Customers as Investments* Sunil Gupta 2005-01-01 Linking customer lifetime value to business value, powerful techniques for both executives and investors.

**Marketing Research Methods** Mercedes Esteban-Bravo 2021-01-28 Academically thorough and up-to-date quantitative and qualitative market research methods text for business and social science students.

**Marketing, Technology and Customer Commitment in the New Economy** Harlan E. Spotts 2014-11-03 This volume includes the full proceedings from the 2005 Academy of Marketing Science (AMS) Annual Conference held in Tampa, Florida, entitled Marketing, Technology and Customer Commitment in the New Economy. It include papers aimed to create awareness of the issues, trends, and advances associated with current global marketing challenges. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

*The Future of Competition* C. K. Prahalad 2004-02-18 In this visionary book, C. K. Prahalad and Venkat Ramaswamy explore why, despite unbounded opportunities for innovation, companies still can't satisfy customers and sustain profitable growth. The explanation for this apparent paradox lies in recognizing the structural changes brought about by the convergence of industries and technologies; ubiquitous connectivity and globalization; and, as a consequence, the evolving role of the consumer from passive recipient to active co-creator of value. Managers need a new framework for value creation. Increasingly, individual customers interact with a network of firms and consumer communities to co-create value. No longer can firms autonomously create value. Neither is value embedded in products and services per se. Products are but an artifact around which compelling individual experiences are created. As a result, the focus of innovation will shift from products and services to experience environments that individuals can interact with to co-construct their own experiences. These personalized co-creation experiences are the source of unique value for consumers and companies alike. In this emerging opportunity space, companies must build new strategic capital—a new theory on how to compete. This book presents a detailed view of the new functional, organizational, infrastructure, and governance capabilities that will be required for competing on experiences and co-creating unique value.

**'Yo!' and 'Lo!'** Rebecca Kukla 2009-01-15 Much of 20th-century philosophy approached metaphysical and epistemological issues through an analysis of language. This book demonstrates that non-declarative speech acts—including vocative hails ("Yo!") and calls to shared attention ("Lo!")—are as fundamental to the possibility and structure of meaningful language as are declaratives.

**The Digital Transformation Playbook** David L. Rogers 2016-04-05 Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, *The Digital Transformation Playbook* shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but *The Digital Transformation Playbook* is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

**Handbook of Marketing Decision Models** Berend Wierenga 2017-07-12 The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly, not only due to fundamental advances in methodology and model building, but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing. Compared to the previous edition, thirteen chapters are entirely new, while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems, such as customer relationship management, customer loyalty management, website design, Internet advertising, social media, and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models, such as structural modeling, learning dynamics, choice modeling, eye-tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.

**Driving Digital Strategy** Sunil Gupta 2018-07-24 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

**Self-consciousness** Sebastian Rödl 2007 Rödl's thesis is that self-knowledge is not empirical; it does not spring from sensory affection. Rather, self-knowledge is knowledge from spontaneity; its object and its source are the subject's own activity, in the primary instance its acts of thinking, both theoretical and practical thinking, belief and action.

**Digital Transformation in Business and Society** Babu George 2019-10-04 The digital traces that people leave behind as they conduct their daily

lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

**Persons and Things** Barbara Johnson 2008 Moving effortlessly between symbolist poetry and Barbie dolls, artificial intelligence and Kleist, Kant, and Winnicott, Barbara Johnson not only clarifies psychological and social dynamics; she also re-dramatizes the work of important tropes—without ever losing sight of the ethical imperative with which she begins: the need to treat persons as persons. In *Persons and Things*, Johnson turns deconstruction around to make a fundamental contribution to the new aesthetics. She begins with the most elementary thing we know: deconstruction calls attention to gaps and reveals that their claims upon us are fraudulent. Johnson revolutionizes the method by showing that the inanimate thing exposed as a delusion is central to fantasy life, that fantasy life, however deluded, should be taken seriously, and that although a work of art “is formed around something missing,” this “void is its vanishing point, not its essence.” She shows deftly and delicately that the void inside Keats’s urn, Heidegger’s jug, or Wallace Stevens’s jar forms the center around which we tend to organize our worlds. The new aesthetics should restore fluidities between persons and things. In pursuing it, Johnson calls upon Ovid, Keats, Poe, Plath, and others who have inhabited this in-between space. The entire process operates via a subtlety that only a critic of Johnson’s caliber could reveal to us.

**Conscious Experience** Anil Gupta 2019-02 This book aims to offer an account of conscious experience and of concepts that help us understand empirical reasoning and empirical dialectic. The account offered possesses, it is claimed, two virtues. First, it provides great theoretical freedom. It allows the theoretician freedom to radically reconceive the world. The theoretician may, for example, begin with the conception that colors are genuine qualities of physical bodies and may, in light of empirical findings, shift to the conception that colors are not genuine qualities at all. Second, the account grants empirical reason a great power to constrain: empirical reason can force a particular conception of the self and the world on the rational inquirer. These seemingly contrary virtues are reconciled through a novel treatment of presentation and appearances in the account offered of conscious experience and a novel treatment of ostensive definitions in the account offered of concepts. The argument of the book is buttressed by a critical study of the principal approaches to experience and reason found in the philosophical literature.--

*The Essential Tagore* Rabindranath Tagore 2011-04-15 India’s Rabindranath Tagore was the first Asian Nobel Laureate and possibly the most prolific and diverse serious writer ever known. The largest single volume of his work available in English, this collection includes poetry, songs, autobiographical works, letters, travel writings, prose, novels, short stories, humorous pieces, and plays.

**Truth and Predication** Donald Davidson 2009-07 This brief book takes readers to the very heart of what it is that philosophy can do well. Completed shortly before Donald Davidson's death at 85, *Truth and Predication* brings full circle a journey moving from the insights of Plato and Aristotle to the problems of contemporary philosophy. In particular, Davidson, countering many of his contemporaries, argues that the concept of truth is not ambiguous, and that we need an effective theory of truth in order to live well. Davidson begins by harking back to an early interest in the classics, and an even earlier engagement with the workings of grammar; in the pleasures of diagramming sentences in grade school, he locates his first glimpse into the mechanics of how we conduct the most important activities in our life--such as declaring love, asking directions, issuing orders, and telling stories. Davidson connects these essential questions with the most basic and yet hard to understand mysteries of language use--how we connect noun to verb. This is a problem that Plato and Aristotle wrestled with, and Davidson draws on their thinking to show how an understanding of linguistic behavior is critical to the formulating of a workable concept of truth. Anchored in classical philosophy, *Truth and Predication* nonetheless makes telling use of the work of a great number of modern philosophers from Tarski and Dewey to Quine and Rorty. Representing the very best of Western thought, it reopens the most difficult and pressing of ancient philosophical problems, and reveals them to be very much of our day.

**Paving - Conversations with Incredible Women Who are Shaping Our World** Maya Sharma 2021-01-28 A book about 25 global women leaders would be remarkable by itself. The fact that it is written by a teenage girl makes it incredible. There is only one word to describe this book - inspiring! - Sunil Gupta, Edward W. Carter Professor of Business, Harvard Business School Just when you thought you knew everything about some of the women shaping our world, you read Maya Sharma's book and realize you didn't know much at all. Smart questions that prompt lively, inspiring, and in-depth answers from incredible women will make your mind wander. A recommended read to all--no matter your age or gender. - Joanna Stern, Senior Personal Tech Columnist, The Wall Street Journal This book is a piece of art. It would have been an impressive book if just two or three of Maya's Wonder Women agreed to do the personal interviews - but she got twenty-five! I plan on gifting this important book to my five granddaughters (and two grandsons) so that they can also grow up to be, like Maya, our next generation of architects for a better, more equal world. - Mitch Lewis, Adventurer and Author, *Climbing Your Personal Everest* *Paving: Conversations with Incredible Women Who are Shaping our World* is a provocative and stirring piece of brilliant writing from the up-and-coming Maya Sharma. Impressively, as she is still a student in high school, Maya has expertly featured many inspirational and powerful women from all walks of life and has interviewed them to gain their insights and wisdom on the world today. From their first-hand experiences, Maya's expressive conversations have delved into the difficulties that many women face in the modern world and deftly drawn valuable knowledge from the panoramic fount of the remarkable minds of these global influencers. From how they rose up the ranks to where they sit today, and the challenges they faced on their journey there, to how they stood against them, there is much inspiration and encouragement for the many ambitious women they have paved the way for. In fact, *Paving* is a force of its own, an audacious undertaking, and an eloquent book of thought-provoking answers and extraordinary stories. There is one pivotal theme: No matter what your circumstances, and whatever adversity you face, with perseverance, achieving your goal is always possible.

*Reasonably Vicious* Candace VOGLER 2009-06-30 Is unethical conduct necessarily irrational? Answering this question requires giving an account of practical reason, of practical good, and of the source or point of wrongdoing. By the time most contemporary philosophers have done the first two, they have lost sight of the third, chalking up bad action to rashness, weakness of will, or ignorance. In this book, Candace Vogler does all three, taking as her guides scholars who contemplated why some people perform evil deeds. In doing so, she sets out to at once engage and redirect contemporary debates about ethics, practical reason, and normativity. Staged as a limited defense of a standard view of practical reason (an ancestor of contemporary instrumentalist views), Vogler's essay develops Aquinas's remark about three ways an action might be desirable into an exhaustive system for categorizing reasons for acting. Drawing on Elizabeth Anscombe's pioneering work on intention, Vogler argues that one sort (means/end or calculative reasons for acting) sets the terms for all sound work on practical rationality. She takes up Aquinas's work on evil throughout, arguing that he provides us with a systematic theory of immorality that takes seriously the goods at issue in wrongdoing and the reasons for unethical conduct. Vogler argues that, shorn of its theological context, this theory leaves us with no systematic, uncontroversial way of arguing that wrongdoing is necessarily contrary to reason.

**The Content Trap** Bharat Anand 2016-10-18 “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

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### Table of Contents By Sunil Gupta Harvard Business School

#### 1. Understanding the eBook By Sunil Gupta Harvard Business School

- The Rise of Digital Reading By Sunil Gupta Harvard Business School
- Advantages of eBooks Over Traditional Books

#### 2. Identifying By Sunil Gupta Harvard Business School

- Exploring Different Genres
- Considering Fiction vs. Non-Fiction
- Determining Your Reading Goals

#### 3. Choosing the Right eBook Platform

- Popular eBook Platforms
- Features to Look for in an By Sunil Gupta Harvard Business School
- User-Friendly Interface

#### 4. Exploring eBook Recommendations from By Sunil Gupta Harvard Business School

- Personalized Recommendations
- By Sunil Gupta Harvard Business School User Reviews and Ratings
- By Sunil Gupta Harvard Business School and Bestseller Lists

#### 5. Accessing By Sunil Gupta Harvard Business School Free and Paid eBooks

- By Sunil Gupta Harvard Business School Public Domain eBooks
- By Sunil Gupta Harvard Business School eBook Subscription Services
- By Sunil Gupta Harvard Business School Budget-Friendly Options

#### 6. Navigating By Sunil Gupta Harvard Business School eBook Formats

- ePub, PDF, MOBI, and More
- By Sunil Gupta Harvard Business School Compatibility with Devices
- By Sunil Gupta Harvard Business School Enhanced eBook Features

#### 7. Enhancing Your Reading Experience

- Adjustable Fonts and Text Sizes of By Sunil Gupta Harvard Business School
- Highlighting and Note-Taking By Sunil Gupta Harvard Business School
- Interactive Elements By Sunil Gupta Harvard Business School

#### 8. Staying Engaged with By Sunil Gupta Harvard Business School

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers By Sunil Gupta Harvard Business School

#### 9. Balancing eBooks and Physical Books By Sunil Gupta Harvard Business School

- Benefits of a Digital Library
- Creating a Diverse Reading Collection By Sunil Gupta Harvard Business School

#### 10. Overcoming Reading Challenges

- Dealing with Digital Eye Strain
- Minimizing Distractions
- Managing Screen Time

#### 11. Cultivating a Reading Routine By Sunil Gupta Harvard Business School

- Setting Reading Goals By Sunil Gupta Harvard Business School
- Carving Out Dedicated Reading Time

#### 12. Sourcing Reliable Information of By Sunil Gupta Harvard Business School

- Fact-Checking eBook Content of By Sunil Gupta Harvard Business School
- Distinguishing Credible Sources

#### 13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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