HBR'S 10 MUST READS

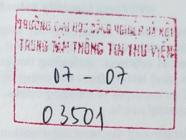
BONUS ARTICLE

"Profits Without Prosperity"
The McKinsey Award Winner
By William Lazonick

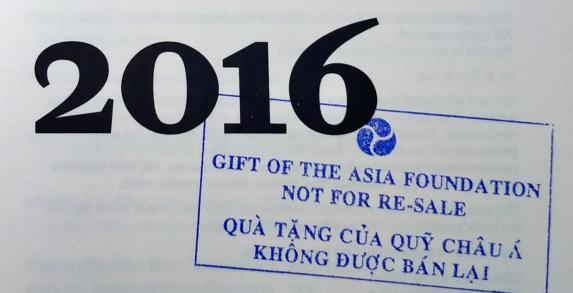
The definitive management ideas of the year from Harvard Business Review.

9016





The definitive management ideas of the year from Harvard Business Review.



HARVARD BUSINESS REVIEW PRESS

Boston, Massachusetts

HBR Press Quantity Sales Discounts

Harvard Business Review Press titles are available at significant quantity discounts when purchased in bulk for client gifts, sales promotions, and premiums. Special editions, including books with corporate logos, customized covers, and letters from the company or CEO printed in the front matter, as well as excerpts of existing books, can also be created in large quantities for special needs.

For details and discount information for both print and ebook formats, contact booksales@harvardbusiness.org, tel. 800-988-0886, or www.hbr.org/bulksales.

Copyright 2016 Harvard Business School Publishing Corporation All rights reserved Printed in the United States of America

10 9 8 7 6 5 4

No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the prior permission of the publisher. Requests for permission should be directed to permissions@hbsp.harvard.edu, or mailed to Permissions, Harvard Business School Publishing, 60 Harvard Way, Boston, Massachusetts 02163.

The web addresses referenced in this book were live and correct at the time of the book's publication but may be subject to change.

Cataloging-in-Publication data is forthcoming.

ISBN: 978-1-63369-080-6 eISBN: 978-1-63369-081-3

The paper used in this publication meets the requirements of the American National Standard for Permanence of Paper for Publications and Documents in Libraries and Archives Z39.48-1992.

Contents

Editors' Note vii

Reinventing Performance Management by Marcus Buckingham and Ashley Goodall

The Transparency Trap 15
by Ethan Bernstein

Profits Without Prosperity 29
by William Lazonick

Outsmart Your Own Biases 47
by Jack B. Soll, Katherine L. Milkman, and John W. Payne

The 3-D Printing Revolution 61 by Richard D'Aveni

Why Strategy Execution Unravels—and What to Do About It 75 by Donald Sull, Rebecca Homkes, and Charles Sull

The Authenticity Paradox 89

The Discipline of Business Experimentation 103 by Stefan Thomke and Jim Manzi

When Senior Managers Won't Collaborate 121 by Heidi K. Gardner

Workspaces That Move People 139

by Ben Waber, Jennifer Magnolfi, and Greg Lindsay

Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business 153 by Marco Iansiti and Karim R. Lakhani

About the Contributors 171
Index 175