

The New Reality of Business

MAGAZINE ARTICLE **Adi Ignatius**

Highlights of this month's issue

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Idea Watch

Rethinking Crowdsourcing

PRODUCT DEVELOPMENT MAGAZINE ARTICLE

Social ties can skew results.

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Women Respond Better Than Men to Competitive Pressure

STRESS MAGAZINE ARTICLE **Alison Beard**

In high-stakes games in professional tennis, female players keep their cool and choke less.

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The CEO of Kronos on Launching an Unlimited Vacation Policy

LEADERSHIP & MANAGING PEOPLE MAGAZINE ARTICLE **Aron Ain**

A strategy intended to improve recruiting helped the bottom line.

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Spotlight

Why Every Organization Needs an Augmented Reality Strategy

TECHNOLOGY MAGAZINE ARTICLE **Michael E. PorterJames E. Heppelmann**

AR will become the new interface between humans and machines.

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How Does Augmented Reality Work?

TECHNOLOGY MAGAZINE ARTICLE **Michael E. PorterJames E. Heppelmann**

The key is a digital twin.

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Augmented Reality in the Real World

TECHNOLOGY MAGAZINE ARTICLE **Harvard Business Review Staff**

Companies are investing and testing.

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One Company's Experience with AR

TECHNOLOGY MAGAZINE ARTICLE **Gardiner Morse**

A conversation with ABB's chief digital officer, Guido Jouret

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The Battle of the Smart Glasses

TECHNOLOGY MAGAZINE ARTICLE **Michael E. PorterJames E. Heppelmann**

Money is pouring into development.

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Features

The Best-Performing CEOs in the World 2017

LEADERSHIP MAGAZINE ARTICLE **Harvard Business Review Staff**

HBR's annual ranking

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What Everyone Gets Wrong About Change Management

LEADERSHIP DEVELOPMENT MAGAZINE ARTICLE **N. AnandJean-Louis Barsoux**

Poor execution is only part of the problem.

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Turning Potential into Success: The Missing Link in Leadership Development

MANAGING ORGANIZATIONS MAGAZINE ARTICLE **Claudio Fernández-Aráoz****Andrew Roscoe****Kentaro Aramaki**

A four-step process for closing the gap

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When Founders Go Too Far

ENTREPRENEURSHIP MAGAZINE ARTICLE **Steve Blank**

Some start-up CEOs have too much power. Here's what to do about it.

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The Board's New Innovation Imperative

CORPORATE GOVERNANCE MAGAZINE ARTICLE **Linda A. Hill****George Davis**

Directors need to rethink their roles and their attitude to risk.

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Stop Doubling Down on Your Failing Strategy

STRATEGY MAGAZINE ARTICLE **Freek Vermeulen****Niro Sivanathan**

How to spot (and escape) one before it's too late

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What Managers Need to Know About Social Tools

LEADERSHIP & MANAGING PEOPLE MAGAZINE ARTICLE **Paul Leonardi****Tsedal Neeley**

Avoid the common pitfalls so that your organization can collaborate, learn, and innovate.

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The IT Transformation Health Care Needs

HEALTH MAGAZINE ARTICLE **Nikhil R. Sahni****Robert S. Huckman****Anuraag Chigurupati****David M. Cutler**

Reducing costs while improving care

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“Numbers Take Us Only So Far”

DIVERSITY MAGAZINE ARTICLE **Maxine Williams**

Facebook's global director of diversity explains why stats alone won't solve the problem of organizational bias.

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Experience

NOVEMBER–DECEMBER 2017

Are You Suited for a Start-Up?

ENTREPRENEURSHIP MAGAZINE ARTICLE **Jeffrey Bussgang**

How to assess your fit, find the right company, and make the leap

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Case Study: Spread Too Thin

DELEGATION MAGAZINE ARTICLE **Alison Beard**

A TV producer struggles to balance the demands of three hit shows—and dreams of a new one.

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Leading, Not Managing, in Crisis

MANAGING ORGANIZATIONS MAGAZINE ARTICLE **Daniel McGinn**

Lessons from history and the present

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Life's Work: An Interview with Scott Kelly

LEADERSHIP MAGAZINE ARTICLE **JM Olejarz**

In space, you're on the job 24 hours a day.

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