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SEPTEMBER–OCTOBER 2018

## Cultivate Curiosity

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**ORGANIZATIONAL CULTURE** MAGAZINE ARTICLE **Adi Ignatius**

Highlights from this issue

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Idea Watch

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## Reevaluating Incremental Innovation

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**INNOVATION** MAGAZINE ARTICLE

Swinging for the fences can yield lower returns.

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## Men Buy More from Manly Men

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**PSYCHOLOGY** MAGAZINE ARTICLE **Alison Beard**

Getting Tom Brady to promote your brand is an excellent idea, new research suggests.

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## United Way's CEO on Shifting a Century-Old Business Model

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**TECHNOLOGY** MAGAZINE ARTICLE **Brian Gallagher**

Technology has enabled the charity to make strong connections with individual donors.

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Spotlight

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## The Business Case for Curiosity

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**ORGANIZATIONAL CULTURE** MAGAZINE ARTICLE **Francesca Gino**

Research shows that it leads to higher-performing, more-adaptable firms.

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## The Five Dimensions of Curiosity

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**ORGANIZATIONAL CULTURE** MAGAZINE ARTICLE **Todd B. Kashdan****David J. Disabato****Fallon R. Goodman****Carl Naughton**

How are you curious?

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## From Curious to Competent

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**ORGANIZATIONAL CULTURE** MAGAZINE ARTICLE **Claudio Fernández-Aráoz****Andrew Roscoe****Kentaro Aramaki**

How to move your people up the learning curve

## Too Many Projects

**MANAGING ORGANIZATIONS** MAGAZINE ARTICLE **Rose Hollister****Michael D. Watkins**

How to deal with initiative overload

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## Why Design Thinking Works

**INNOVATION** MAGAZINE ARTICLE **Jeanne Liedtka**

It addresses the biases and behaviors that hamper innovation.

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## Navigating Talent Hot Spots

**INNOVATION** MAGAZINE ARTICLE **William R. Kerr**

How companies can benefit from innovation centers without necessarily relocating

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## Alibaba and the Future of Business

**STRATEGY** MAGAZINE ARTICLE **Ming Zeng**

Lessons from China's innovative digital giant

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## Organizational Grit

**ORGANIZATIONAL CULTURE** MAGAZINE ARTICLE **Thomas H. Lee, MD****Angela L. Duckworth**

Turning passion and perseverance into performance: the view from the health care industry

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## The Good-Better-Best Approach to Pricing

**MARKETING** MAGAZINE ARTICLE **Rafi Mohammed**

Why every company should consider a tiered model

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## Give Yourself a Break: The Power of Self-Compassion

**MANAGING YOURSELF** MAGAZINE ARTICLE **Serena Chen**

When you have a setback at work, treat yourself as you would a friend: with kindness and understanding.

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## Lincoln and the Art of Transformative Leadership

**LEADERSHIP** MAGAZINE ARTICLE **Doris Kearns Goodwin**

Lincoln's Emancipation Proclamation imprinted a moral purpose and meaning upon the protracted misery of the Civil War.

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**HEALTH** MAGAZINE ARTICLE **Christopher M. Barnes**

Managers need more rest. Here's how to get it.

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## **Case Study: A Founder Steps Back from Her Start-Up**

**FOUNDERS** MAGAZINE ARTICLE **David R. Dixon**

Should she hire a new CEO or sell the company?

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## **You Versus the Clock**

**TIME MANAGEMENT** MAGAZINE ARTICLE **Gretchen Gavett**

Testing the latest time-management advice

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## **Life's Work: An Interview with Trevor Noah**

**CREATIVITY** MAGAZINE ARTICLE **Alison Beard**

The late-night comedian on assembling a team and working to deadline

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