



# STANFORD BUSINESS BOOKS



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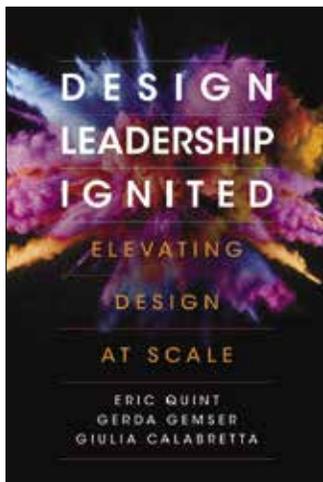
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## Design Leadership Ignited

*Elevating Design at Scale*

Eric Quint, Gerda Gemser  
and Giulia Galabretta

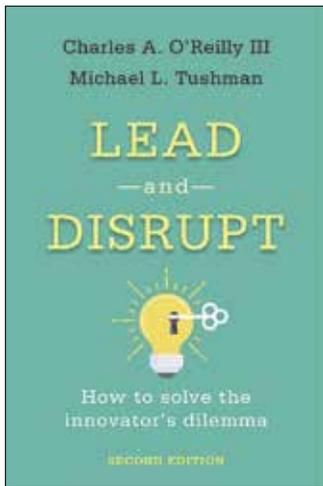
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Transformational design leadership at scale requires leaders

who design the design function, establish a thriving environment for the creative team, and shape the design organization to drive progress, advance innovation, and enhance meaningful customer experiences.

To examine the foundations of successful design leadership, the authors performed extensive in-depth interviews with design leaders working for Fortune 500 organizations across industries. Based on these insights, *Design Leadership Ignited* delineates a pathway to design excellence, which includes establishing a forward-looking strategy and an adequate organizational structure for the design function, empowering the design team, and scaling the impact of design across the entire organization. This book takes the position that a core challenge in the journey towards design excellence is the need to recognize and balance the often-contradictory objectives and activities that design leaders encounter. Combining their practitioner experience and research, the authors provide a framework to embrace the complexity of design leadership that will elevate design at scale.

232 Pages, February 2022  
9781503613966 Cloth \$30.00 **\$24.00 sale**



## Lead and Disrupt

*How to Solve the Innovator's Dilemma,  
Second Edition*

Charles A. O'Reilly III and Michael L. Tushman

FULLY REVISED, THIS SECOND EDITION OFFERS A PROVEN STRATEGY FOR USING AMBIDEXTERITY TO BUILD DISCONTINUOUS GROWTH FOR MATURE ORGANIZATIONS, AND THE FLEXIBILITY TO ADAPT IN FAST-CHANGING ENVIRONMENTS.

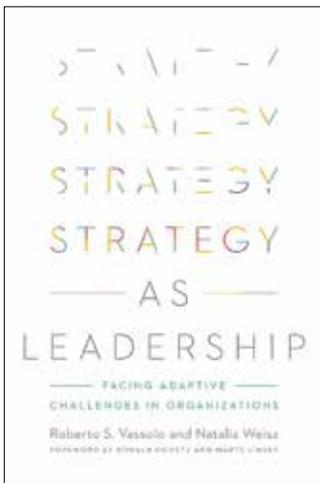
"Lead and Disrupt is a must-read for any legacy company or startup. Disruption is a constant, and companies must have a passion for growth in a volatile world. This book gives you a framework. The concepts around ideation, incubation and scaling are fresh and well documented. More importantly, I have seen them work in companies large and small."

—Jeff Immelt,  
former Chairman and  
CEO, General Electric

Why do successful firms find it so difficult to adapt in the face of change—to innovate? In the past ten years, the importance of this question has increased as more industries and firms confront disruptive change. The pandemic has accelerated this crisis, collapsing the structures of industries from airlines and medicine to online retail and commercial real estate. Today, leaders in business have an obligation not only to investors but to their employees and communities. At the core of this challenge is helping their organizations to survive in the face of change.

The original edition summarized the lessons that the authors as researchers and consultants had learned over the previous two decades. Since then, they have continued to work with leaders of organizations around the world confronting disruptive change. With updates to every chapter, including new examples and analysis, this fully revised edition incorporates the lessons and insights that the authors have gained in the past five years. Two new chapters critically examine the role of organizational culture in promoting or hindering ambidexterity and its underlying fundamental disciplines. Using examples from firms such as Microsoft, General Motors, and Amazon, O'Reilly and Tushman illustrate how leaders can align their organization's cultures to fit the needed strategy, and how ideation, incubation, and scaling approaches, when used altogether, can successfully develop new growth businesses.

312 pages, September 2021  
9781503629523 Cloth \$30.00 **\$24.00 sale**



## Strategy as Leadership

*Facing Adaptive Challenges in Organizations*

Roberto S. Vassolo and Natalia Weisz

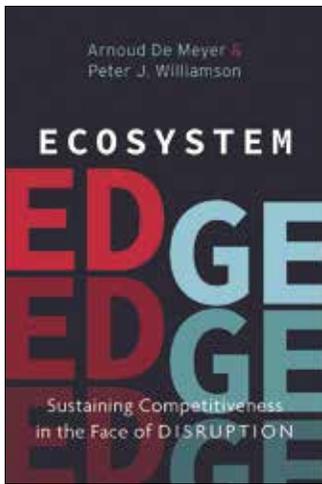
“This engaging book is full of frameworks and tools on how to develop creative organizational capabilities and then lead your team to act on them. It’s essential reading for anyone who wants to emerge from the pandemic stronger and more effective.”

—Anita M. McGahan,  
University of Toronto.

*Strategy as Leadership* is about making sense of predictable but drastic changes that can alter the relationship between businesses and their competition, posing substantial leadership challenges to senior management teams. Roberto S. Vassolo and Natalia Weisz provide a framework to address and respond to these critical changes by identifying them, describing the inner tensions these changes generate, and providing guidance for their successful navigation. This outside-in approach specifies the salient leadership challenges that executives will face while mobilizing their organizations to respond effectively to competitive and environmental change.

This book claims that strategy *is* leadership as, in this framework, these environmental changes demand shifts in strategic priorities that result in a consistent pattern of resistance. If we know that changes are occurring in the competitive environment, we can soon identify who will be most resistant to the shift in priorities necessary to address the new situation. This book is for senior management teams to enable their organizations’ capabilities to adapt and address environmental changes successfully.

208 Pages, January 2022  
9781503629134 Cloth \$35.00 **\$28.00 sale**



## Ecosystem Edge

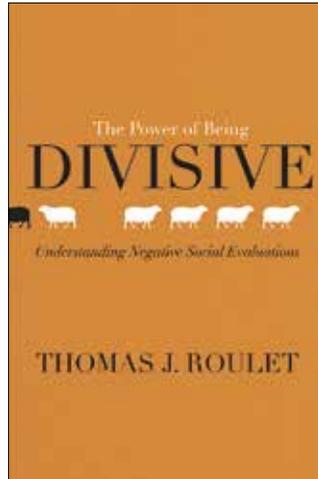
*Sustaining Competitiveness  
in the Face of Disruption*

Arnoud De Meyer and  
Peter J. Williamson

While  
traditional  
companies

know how to assemble and manage supply chains, leading the development of a vibrant ecosystem requires a different set of capabilities. *Ecosystem Edge* illustrates how executives need to leave notions of command and control behind in favor of strategies that will attract partners, stimulate learning, and promote the overall health of the network. To understand the practical steps executives can take to achieve this, the authors focus on eight core examples that cross industries and continents: Alibaba Group, Amazon.com, ARM, athenahealth, Dassault Systèmes S.E., *The Guardian*, Rolls-Royce, and Thomson Reuters. By following the principles outlined in this book, leaders can learn how to unlock rapid innovation, tap into new and original sources of value, and practice organizational flexibility. As a result, companies can gain the ecosystem edge, a key advantage in responding to the challenges of disruption that business sees all around it today.

224 pages, April 2020  
9781503610217 Cloth \$35.00 **\$28.00 sale**



## The Power of Being Divisive

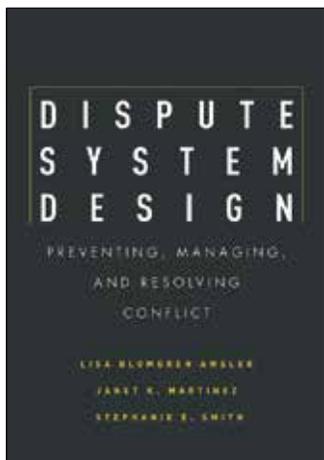
*Understanding  
Negative Social  
Evaluations*

Thomas J. Roulet

In the last  
decade,  
research on

negative social evaluations, from adverse reputation to extreme stigmatization, has burgeoned across a wide range of disciplines from sociology to management and ethics. Thomas Roulet offers in this new book a framework for understanding not only how individuals and organizations can survive in an age of increasing scrutiny, but how negative social evaluations can surprisingly yield positive results. A growing body of work has begun to show that being “up against the rest” is an active driver of corporate identity, and that firms that face strong public hostility can benefit from internal bonding. Synthesizing this work with his original research, Roulet addresses an important gap by providing a broader perspective to link the antecedents and consequences of negative social evaluations. Moreover, he reveals the crucial function of media in establishing conditions in which public disapproval can be used to strategic advantage.

224 pages, September 2020  
9781503608207 Cloth \$40.00 **\$32.00 sale**



### Dispute System Design *Preventing, Managing, and Resolving Conflict*

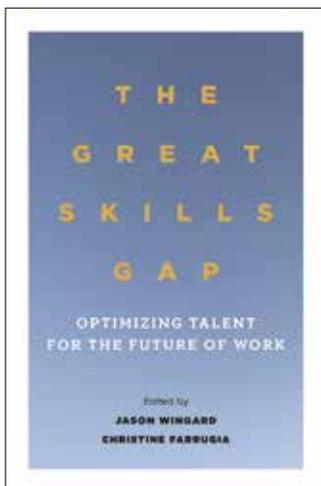
Lisa Blomgren Amsler,  
Janet K. Martinez, and  
Stephanie E. Smith

*Dispute System Design* walks readers through the art of successfully designing a system for preventing, managing, and resolving conflicts and legally-framed disputes. Drawing on decades of expertise as instructors and consultants, the authors show how dispute system design can be used within all types of organizations, including business firms, nonprofit organizations, and international and transnational bodies.

*“This book is a significant and comprehensive introduction to creating dispute processes that are fair and effective in a variety of environments. With its clear analytic focus on design, practice, and ethics, this book should be of great use in professional settings from law, business, and public policy to social work, education, and international relations.”*

—Carrie Menkel-Meadow,  
University of California, Irvine

536 pages, June 2020  
9780804771764 Cloth \$70.00 **\$56.00 sale**



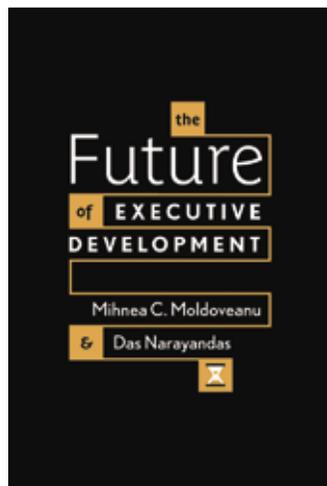
### The Great Skills Gap *Optimizing Talent for the Future of Work*

Edited by Jason Wingard and  
Christine Farrugia

*The Great Skills Gap* opens with the premise that the exploding scope and pace of technological innovation in the digital age is fast transforming the fundamental nature of work. The accelerated pace of evolution and disruption in the competitive business landscape demands that workers be not only technically proficient, but also exceptionally agile in their capacity to think and act creatively and quickly learn new skills.

This book explores how these transformations are driving innovations in how colleges and universities prepare students for their careers. Focused on this confluence of forces at the nexus of work and higher education, the book's contributors—an illustrious group of leading educators, prominent employers, and other thought leaders—answer profound questions about how business and higher education can best collaborate in support of the twenty-first century workforce.

312 pages, June 2021  
9781503613539 Cloth \$35.00 **\$28.00 sale**

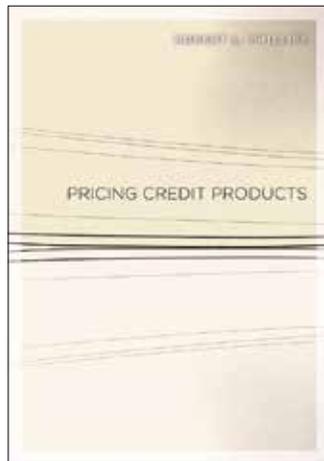
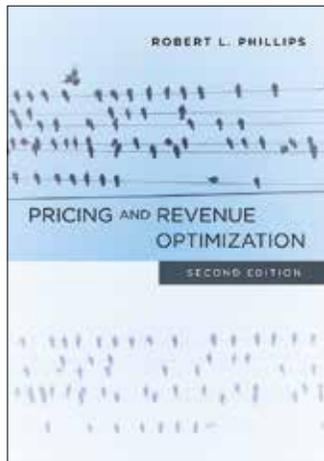
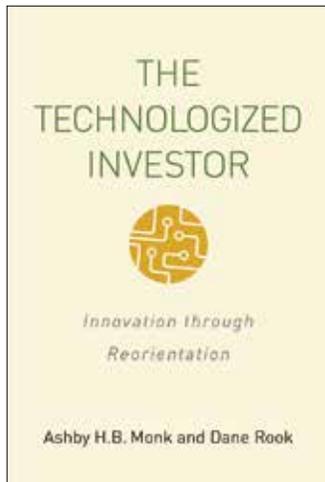


### The Future of Executive Development

Mihnea C. Moldoveanu and  
Das Narayandas

Executive development programs have entered a period of rapid transformation, driven by digital disruption and a widening gap between the skills that participants and their organizations demand and those provided by their executive programs. This work delves into the objective functions of the executive development space, analyzes the demand characteristics of the learners and the organizations that pay for the programs, and the ways in which business schools and other providers deliver (or not) on the promises they make regarding skill development and the continued value of learning to the organization. The authors show how a trio of disruptive forces (disintermediation, disaggregation and decoupling), which have figured prominently in industries disrupted by digitalization, are reshaping the structure of demand for executive development. They look at the future of executive development in the era of machine learning and offer a guide to guide executive program design.

248 pages, November 2021  
9781503628724 Cloth \$35.00 **\$28.00 sale**



## The Technologized Investor

*Innovation through Reorientation*

Ashby H.B. Monk and  
Dane Rook

Institutional investors underpin our capitalist world, and could play a major role in addressing some of the greatest challenges to society such as climate change, the ballooning wealth gap, declining infrastructure, aging populations, and the need for stable funding for the sciences and arts. Advanced technology can help institutional investors deliver the funds needed to tackle these grave challenges. *The Technologized Investor* is a practical guide showing how institutional investors can gain the capabilities for deep innovation by reorienting their strategies and organizations around advanced technology. It dissects why technology has historically failed institutional investors and recommends realistic changes that they can make to unlock technological superpowers. Grounded in the actual experiences of institutional investors from around the globe, it's a unique reference manual for practitioners on how to reboot their organizations for long-term performance.

232 pages, April 2020  
9781503608696 Cloth \$30.00 **\$24.00 sale**

## Pricing and Revenue Optimization

*Second Edition*

Robert L. Phillips

From the initial success of “yield management” in the commercial airline industry to markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. This book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, as well as managers.

With updates to every chapter, this second edition covers topics such as estimation of price-response functions and machine-learning-based price optimization. New discussions of dynamic pricing and revenue management by companies such as Amazon, Uber, and Disney, and other major industries are included.

472 pages, May 2021  
9781503610002 Cloth \$70.00 **\$56.00 sale**

## Pricing Credit Products

Robert L. Phillips

In the wake of the 2008 financial crisis, it became apparent that pricing loans in a way that is profitable for lenders and sensitive to risk is anything but simple. Increasingly, lenders are following the lead of other retailers by segmenting their market and more precisely targeting customers. To do this successfully, lenders must engage analytic approaches, such as machine learning and optimization, in setting prices for each segment.

Robert L. Phillips worked with major banks and financial services companies for more than a decade to help them improve their pricing capabilities. This book draws on his experience, as well as the latest academic research, to demonstrate how lenders can apply the proven techniques of price optimization to responsibly improve the profitability of their loans. It is a go-to resource for academics and professionals alike, particularly lenders who are looking for ways to do better business in an increasingly competitive (and regulated) market.

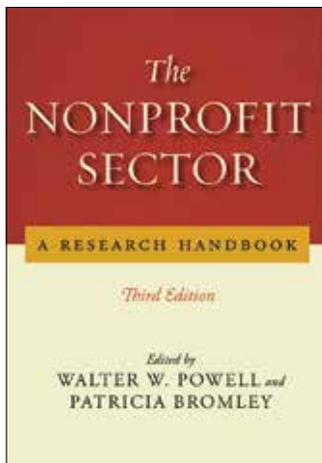
256 pages, July 2018  
9780804787208 Cloth \$65.00 **\$52.00 sale**

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*Stanford Social Innovation Review* is committed to seeking out, cultivating, and disseminating the best in research and practice-based knowledge for all organizations involved in the work of social innovation. Published as part of the Stanford Business Books imprint, this series will examine important topics across sectors in philanthropy, nonprofits, business, government, and social enterprises. New titles will reflect top scholarship and expertise from *SSIR* and other sources, providing reputable and high-quality works for practitioners and scholars. This series will publish books written by emerging and established authors from academia, research, and practice to advance the field of social innovation.

Please contact Steve Catalano, sponsoring editor, at [catalan@stanford.edu](mailto:catalan@stanford.edu) regarding book proposals. We welcome your ideas and insight as we start this exciting new endeavor.



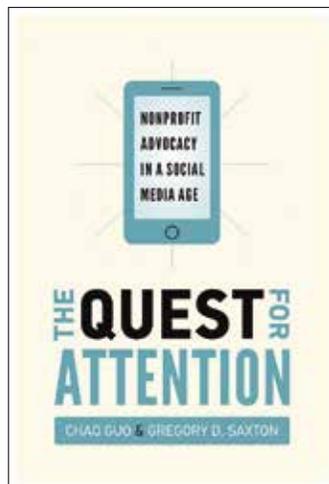
**The Nonprofit Sector**  
*A Research Handbook,*  
*Third Edition*

Edited by Walter W. Powell  
and Patricia Bromley

The nonprofit sector has changed in fundamental ways in recent decades. As the sector has grown in scope and size, both domestically and internationally, the boundaries between for-profit, governmental, and charitable organizations have become intertwined. Nonprofits are increasingly challenged on their roles in mitigating or exacerbating inequality. *The Nonprofit Sector* takes up these concerns and offers a cutting-edge empirical and theoretical assessment of the state of the field.

This book, now in its third edition, brings together leading researchers—economists, historians, philosophers, political scientists, and sociologists along with scholars from communication, education, law, management, and policy—to investigate the impact of associational life. Chapters consider the history of the nonprofit sector and of philanthropy; the politics of the public sphere; governance, mission, and engagement; and global perspectives on nonprofit organizations.

888 pages, April 2020  
9781503608047 Paperback \$50.00 **\$40.00 sale**



**The Quest for Attention**  
*Nonprofit Advocacy in a*  
*Social Media Age*

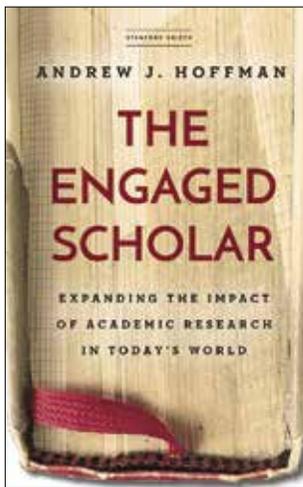
Chao Guo and Gregory D. Saxton

This book seeks to unpack the prevalence, mechanisms, and ramifications of a new model for nonprofit advocacy in a social media age. The keyword for this new model is *attention*. Advocacy always starts with attention: when an organization speaks out on a cause, it must ensure that it has an audience and that its voice is heard by that audience; it must ensure that current and potential supporters are paying attention to what it has to say before expecting more tangible outcomes. Yet the organization must also ensure that advocacy does not end with attention: attention should serve as a springboard to something greater. The authors elaborate how attention fits into contemporary organizations' advocacy work and explain the key features of social media that are driving the quest for attention.

*"This book is required reading for those who seek to understand this new world of social change."*

—John McNutt,  
University of Delaware

256 pages, July 2020  
9781503613072 Paperback \$26.00 **\$20.80 sale**



**The Engaged Scholar**  
*Expanding the Impact of Academic Research in Today's World*

**Andrew J. Hoffman**

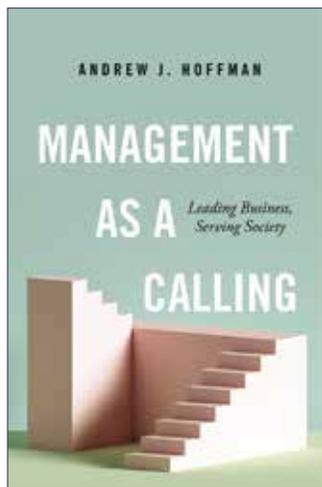
Rigorous analysis of facts, the hard boundary between truth and opinion, and fidelity to reputable sources of factual information are all in alarming decline. Scholarship rarely moves very far beyond the walls of the academy and is certainly not accessing the primarily civic spaces it needs to reach in order to mitigate truth corruption. In this brief but compelling book, Andrew J. Hoffman draws upon existing literature and personal experience to bring attention to the problem of academic insularity—where it comes from and where, if left to grow unchecked, it will go—and argues for the emergence of a more publicly and politically engaged scholar. This book is a call to make that path toward public engagement more acceptable and legitimate for those who do it; to enlarge the tent to be inclusive of multiple ways that one enacts the role of academic scholar in today's world.

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STANFORD BRIEFS

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184 pages, March 2021  
9781503614819 Paperback \$14.00 **\$11.20 sale**

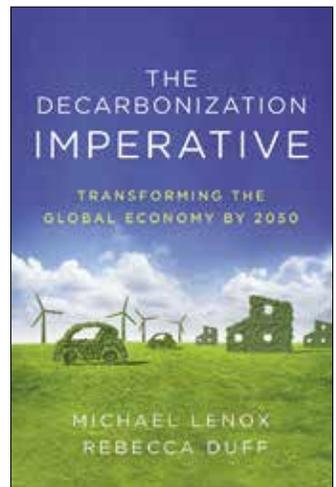


**Management as a Calling**  
*Leading Business, Serving Society*

**Andrew J. Hoffman**

Business students will one day possess tremendous power as leaders, and with this is a responsibility to both lead their organizations and serve society. The world faces great challenges today, from environmental problems like climate change, to social problems like income inequality, unemployment, lack of a living wage, and poor access to affordable health care and education. Solutions to these challenges must come from the market and from business. This does not mean that only business can generate solutions, but business is best positioned to bring change at the scale we need it. This book challenges future business leaders to think of their career as a calling or vocation, one that is in service to society. Its message is for current and prospective business students, business leaders thinking anew about the role of business in society, and the business educators that train all these people.

192 pages, March 2021  
9781503628779 Cloth \$24.00 **\$19.20 sale**



**The Decarbonization Imperative**

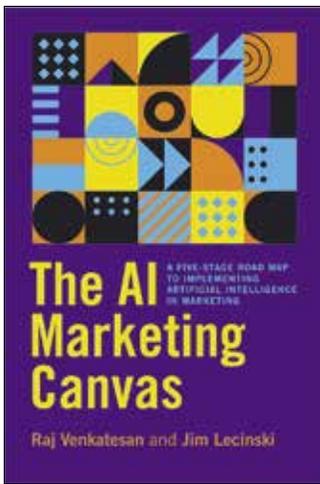
*Transforming the Global Economy by 2050*

**Michael Lenox and Rebecca Duff**

Climate change looms and if we are going to avoid its worst effects, we are going to need to effectively “decarbonize” the global economy by 2050.

Responding to the existential threat of climate change, Michael Lenox and Rebecca Duff propose a radical reconfiguration of the industries contributing the most, and most harmfully, to this planetary crisis. Disruptive innovation and a particular calibration of industry dynamics will be key to this change, and the authors analyze the challenges and obstacles of what this might look like for specific sectors of the world economy—from agriculture to industrials and building, energy, and transportation. The book asserts that markets are critical to achieving the needed change, and that they operate within a larger scale of institutional rules and norms. Lenox and Duff conclude with an analysis of policy interventions and strategies that could move us toward clean tech and decarbonization by 2050.

288 pages, October 2021  
9781503614789 Cloth \$28.00 **\$22.40 sale**



**The AI Marketing Canvas**  
*A Five-Stage Road Map to Implementing  
Artificial Intelligence  
in Marketing*

Raj Venkatesan and Jim Lecinski

“This book answers the questions you always wanted to ask about using AI, with real life examples from companies who have been on the journey and a roadmap that meets you where you are. A definite must-read for every CMO!”

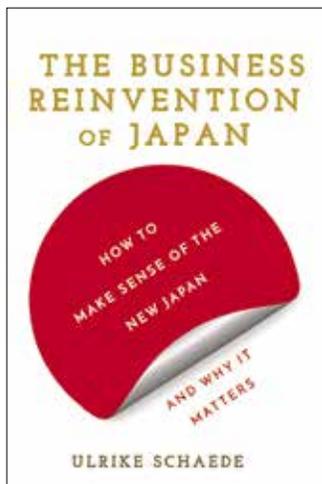
—Heather Malenshek,  
SVP, Chief Marketing Officer,  
Land O'Lakes Inc

This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process.

The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit?

The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the “AI Marketing Canvas.” Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

272 pages, May 2021  
9781503613164 Cloth \$28.00 **\$22.40 sale**



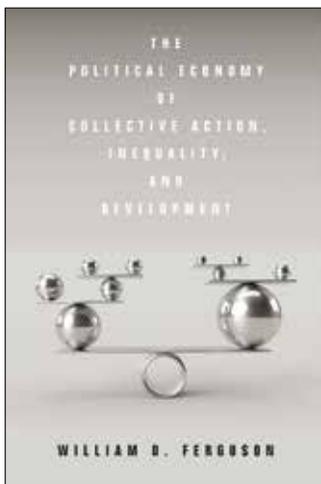
## The Business Reinvention of Japan

*How to Make Sense of the New Japan and Why it Matters*

Ulrike Schaeede

After two decades of restructuring, Japan is re-emerging as a major player in the new digital economy. Japanese firms now anchor many global supply chains with technology leadership in advanced components and materials, and quietly global manufacturing has become dependent on Japanese inputs. Japan offers an alternative model of 'caring capitalism' that is both competitive and more socially adaptable than the U.S. 'slash-and-burn' approach. This new book offers an in-depth exploration of current Japanese business strategies that make Japan the world's third largest economy, a chief contributor to many global supply chains, and an economic leader within Asia. It also shows how Japan is reinventing its systems of employment, governance, and innovation to compete in the digital transformation. Central to the book is that Japan's reinvention has been triggered by the rise of China and the globalization of supply chains.

280 pages, June 2020  
9781503612259 Cloth \$30.00 **\$24.00 sale**

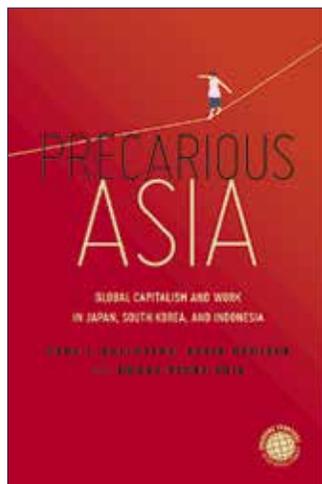


## The Political Economy of Collective Action, Inequality, and Development

William D. Ferguson

This book examines how a society that is trapped in stagnation might initiate and sustain economic and political development. In this context, progress involves enhancing state capacity, balancing broad avenues for political input, and limiting concentrated private and public power. This juggling act can only be accomplished by resolving collective-action problems (CAPs), which arise when individuals pursue interests that generate undesirable outcomes for society at large. Merging and extending key perspectives on CAPs, inequality, and development, this book constructs a flexible framework to investigate these complex issues. By probing four basic hypotheses related to knowledge production, distribution, power, and innovation, William D. Ferguson offers an analytical foundation for comparing and evaluating approaches to development policy. This book promises an analytical lens for examining the interactions between inequality and development. Scholars across economic development and political economy will find it to be a highly useful guide.

448 pages, May 2020  
9781503604612 Cloth \$75.00 **\$60.00 sale**



## Precarious Asia

*Global Capitalism and Work in Japan, South Korea, and Indonesia*

Arne L. Kalleberg, Kevin Hewison, and Kwang-Yeong Shin

*Precarious Asia* assesses the role of global and domestic factors in shaping precarious work and its outcomes in Japan, South Korea, and Indonesia.

The authors reveal the forces that generate precarious work and how this ultimately contributes to increasingly high levels of inequality, chronic poverty, and income vulnerability.

**EMERGING FRONTIERS IN THE GLOBAL ECONOMY**

248 pages, December 2021  
9781503610255 Cloth \$65.00 **\$52.00 sale**

## Unwitting Architect

*German Primacy and the Origins of Neoliberalism*

Julian Germann

The global rise of neoliberalism since the 1970s is widely seen as originating in the United States and the United Kingdom. This book challenges this narrative, recasting neoliberalism as driven by a plenitude of actors, ideas and interests, and lays bare the reasoning and counterintuitive choices of German crisis managers.

**EMERGING FRONTIERS IN THE GLOBAL ECONOMY**

304 pages, January 2021  
9781503609846 Cloth \$65.00 **\$52.00 sale**



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