

---

# Marketing Harvard University

---

Marketing Metaphoria  
 Ahead of the Curve  
 The Frontline  
 Brand New China  
 Drive  
 Who's Black and Why?  
 Reality and Rhetoric  
 What They Don't Teach You At Harvard Business School  
 Global Marketing Management  
 Why Startups Fail  
 Strategic Marketing Management  
 Choosing Courage  
 Hybrid Workplace: The Insights You Need from Harvard Business Review  
 Advertising and Market Power  
 Driving Digital Strategy  
 In Praise of Commercial Culture  
 Basics of Branding  
 Engaging Gen Z  
 What is Marketing?  
 Improving Business Processes  
 Building a Marketing Plan  
 Developing a Market Orientation  
 Racism in America  
 Creating Modern Capitalism  
 The Business of Enlightenment  
 Innovation and Strategy  
 Birth of a Salesman  
 Remote Work Revolution  
 101 Things I Learned ® in Business School  
 The Transformation of Corporate Control  
 What Money Can't Buy  
 The Content Trap  
 Blockbusters  
 The Age of Surveillance Capitalism  
 Marketer's Toolkit  
 Shakespeare, Einstein, and the Bottom Line  
 HBR's 10 Must Reads on Sales (with Bonus Interview of Andris Zoltners) (HBR's 10 Must Reads)  
 HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)  
 The End of Astronauts  
 Going to Market

Marketing Harvard University

Downloaded from [blog.gmercycu.edu](http://blog.gmercycu.edu) by guest

---

## PITTS ARCHER

---

### Marketing Metaphoria HarperCollins

[This text] shows readers how to: target high-potential customer segments; size up competitors; allocate marketing resources wisely; develop and execute effective marketing plans. -Back cover.

### Ahead of the Curve Harvard Business School Press

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 Frontline Business Expert Press

The Frontline presents a selection of essays drawn together for the first time to form a companion volume to Serhii Plokyh's *The Gates of Europe and Chernobyl*. Here he expands upon his analysis in earlier works of key events in Ukrainian history, including Ukraine's complex relations with Russia and the West, the burden of tragedies such as the Holodomor and World War II,

the impact of the Chernobyl nuclear disaster, and Ukraine's contribution to the collapse of the Soviet Union. Juxtaposing Ukraine's history to the contemporary politics of memory, this volume provides a multidimensional image of a country that continues to make headlines around the world. Eloquent in style and comprehensive in approach, the essays collected here reveal the roots of the ongoing political, cultural, and military conflict in Ukraine, the largest country in Europe.

*Brand New China* Harvard Business Press

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

**Drive** Penguin

Reality and Rhetoric is the culmination of P. T. Bauer's observations and reflections on Third World economies over a period of thirty years. He critically examines the central issues of market versus centrally planned economies, industrial development, official direct and multinational resource transfers to the Third World, immigration policy in the Third World, and economic methodology. In addition, he has written a fascinating account of recent papal doctrine on income inequality and redistribution in the Third World. The major themes that emerge are the importance of non-economic variables, particularly people's aptitudes and mores, to economic growth; the unfortunate results of some current methods of economics; the subtle but important effects of the exchange economy on development; and the politicization of economic life in the Third World. As in Bauer's previous writings, this book is marked by elegant prose, apt examples, a broad economic-historical perspective, and the masterful use of informal reasoning.

*Who's Black and Why?* Grand Central Publishing

In this book Neil Fligstein takes issue with prevailing theories of the corporation and proposes a radically new view that has important implications for American competitiveness.

*Reality and Rhetoric* Business Expert Press

Smart branding is essential for success, yet it is often misunderstood. Developing a brand that is relevant, distinct, and emotionally compelling can be very difficult for many managers, mainly because they don't realize exactly what and how much goes into this branding process. This book will explain this

process. In an easy-to-understand writing style, Gronlund will show you the fundamentals that will help develop a value proposition that will excite customers. Branding is all about creating a message or an impression that makes an impact and creates a rational and emotional connection with a customer. Forming a bond of trust and comfort will build brand equity (i.e., how people value your brand) and customer loyalty. We are living in a dynamic, transformative global economy with mind-boggling advances in technology. Managers today can easily become preoccupied with social media vehicles and the innovative features of electronic devices, and hence neglect the importance of the content or the message. Adhering to the core elements of positioning and branding will help them develop more emotionally rich and powerful content. And B2B managers will better understand and discover the real value of good branding, so that their marketing and sales communications will go beyond product features and emphasize relevant benefits that will strengthen their relationships with targeted customers.

*What They Don't Teach You At Harvard Business School* Grupo Planeta (GBS)

One part riveting account of fieldwork and one part rigorous academic study, *Brand New China* offers a unique perspective on the advertising and marketing culture of China. Jing Wang's experiences in the disparate worlds of Beijing advertising agencies and the U.S. academy allow her to share a unique perspective on China during its accelerated reintegration into the global market system. *Brand New China* offers a detailed, penetrating, and up-to-date portrayal of branding and advertising in contemporary China. Wang takes us inside an advertising agency to show the influence of American branding theories and models. She also examines the impact of new media practices on Chinese advertising, deliberates on the convergence of grassroots creative culture and viral marketing strategies, samples successful advertising campaigns, provides practical insights about Chinese consumer segments, and offers methodological reflections on pop culture and advertising research. This book unveils a "brand new" China that is under the sway of the ideology of global partnership while struggling not to become a mirror image of the United States. Wang takes on the task of showing where Western thinking works in China, where it does not, and, perhaps most important, where it creates opportunities for cross-fertilization. Thanks to its combination of engaging vignettes from the advertising world and thorough research that contextualizes these vignettes, *Brand New China* will be of interest to industry participants, students of popular culture, and the general reading public interested in learning about a rapidly transforming Chinese society.

**Global Marketing Management** Harvard University Press

An inspirational, practical, and research-based guide for standing up and speaking out skillfully at work. Have you ever wanted to disagree with your boss? Speak up about your company's lack of diversity or unequal pay practices? Make a tough decision you knew would be unpopular? We all have opportunities to be courageous at work. But since courage requires risk—to our reputations, our social standing, and, in some cases, our jobs—we often fail to act, which leaves us feeling powerless and regretful for not doing what we know is right. There's a better way to handle these crucial moments—and *Choosing Courage* provides the moral imperative and research-based tactics to help you become more competently courageous at work. Doing for courage what Angela Duckworth has done for grit and Brene Brown for vulnerability, Jim Detert, the world's foremost expert on workplace courage, explains that courage isn't a character trait that only a few possess; it's a virtue developed through practice. And with the right attitude and approach, you can learn to hone it

like any other skill and incorporate it into your everyday life. Full of stories of ordinary people who've acted courageously, *Choosing Courage* will give you a fresh perspective on the power of voicing your authentic ideas and opinions. Whether you're looking to make a mark, stay true to your values, act with more integrity, or simply grow as a professional, this is the guide you need to achieve greater impact at work.

**Why Startups Fail** Harvard University Press

Two years in the cauldron of capitalism—"horrifying and very funny" (The Wall Street Journal) In this candid and entertaining insider's look at the most influential school in global business, Philip Delves Broughton draws on his crack reporting skills to describe his madcap years at Harvard Business School. Ahead of the Curve recounts the most edifying and surprising lessons learned in the quest for an MBA, from the ingenious chicanery of leveraging and the unlikely pleasures of accounting, to the antics of the "booze luge" and other, less savory trappings of student culture. Published during the one hundredth anniversary of Harvard Business School, this is the unflinching truth about life in the trenches of an iconic American institution.

*Strategic Marketing Management* Harvard Business Press

This volume focuses on substantive issues in innovation, marketing strategy, and the nexus of innovation and marketing strategy.

*Choosing Courage* Harvard Business Review Press

Racism in America has been the subject of serious scholarship for decades. At Harvard University Press, we've had the honor of publishing some of the most influential books on the subject. The excerpts in this volume—culled from works of history, law, sociology, medicine, economics, critical theory, philosophy, art, and literature—are an invitation to understand anti-Black racism through the eyes of our most incisive commentators. Readers will find such classic selections as Toni Morrison's description of the Africanist presence in the White American literary imagination, Walter Johnson's depiction of the nation's largest slave market, and Stuart Hall's theorization of the relationship between race and nationhood. More recent voices include Khalil Gibran Muhammad on the pernicious myth of Black criminality, Elizabeth Hinton on the link between mass incarceration and 1960s social welfare programs, Anthony Abraham Jack on how elite institutions continue to fail first-generation college students, Mehrsa Baradaran on the racial wealth gap, Nicole Fleetwood on carceral art, and Joshua Bennett on the anti-Black bias implicit in how we talk about animals and the environment. Because the experiences of non-White people are integral to the history of racism and often bound up in the story of Black Americans, we have included writers who focus on the struggles of Native Americans, Latinos, and Asians as well. Racism in America is for all curious readers, teachers, and students who wish to discover for themselves the complex and rewarding intellectual work that has sustained our national conversation on race and will continue to guide us in future years.

Hybrid Workplace: The Insights You Need from Harvard Business Review Harvard University Press

The current debate over the economics of advertising has long focused on two questions. The first concerns the impact of advertising on the relative positions of large and small firms in an industry and thereby on the state of competition. The second examines the role of advertising on consumer purchasing decisions over broad consumption categories. Comanor and Wilson use the modern tools of economic theory and statistics to build and test their hypotheses, and contribute important analytical and empirical evidence on the key issues. The authors find that consumer decisions are affected substantially by the volume of advertising. Indeed, advertising is a weightier factor

than relative prices. Their conclusions surely contribute to the nervousness long felt by economists over the use of consumer preferences to evaluate the welfare implications of resource allocation.

**Advertising and Market Power** Henry Holt and Company  
101 THINGS I LEARNED® IN BUSINESS SCHOOL will cover a wide range of lessons that are basic enough for the novice business student as well as inspiring to the experienced practitioner. The unique packaging of this book will attract people of all ages who have always wondered whether business school would be a smart career choice for them. Judging by the growing number of people taking the GMATs (the entrance exam for business school) each year, clearly more people than ever are thinking about heading in this direction. Subjects include accounting, finance, marketing, management, leadership, human relations, and much more - in short, everything one would expect to encounter in business school. Illustrated in the same fun, gift book format as 101 THINGS I LEARNED® IN ARCHITECTURE SCHOOL, this will be the perfect gift for a recent college or high school grad, or even for someone already well-versed in the business world.

*Driving Digital Strategy* Harvard University Press

2023 PROSE Award in European History "An invaluable historical example of the creation of a scientific conception of race that is unlikely to disappear anytime soon." —Washington Post "Reveals how prestigious natural scientists once sought physical explanations, in vain, for a social identity that continues to carry enormous significance to this day." —Nell Irvin Painter, author of *The History of White People* "A fascinating, if disturbing, window onto the origins of racism." —Publishers Weekly "To read [these essays] is to witness European intellectuals, in the age of the Atlantic slave trade, struggling, one after another, to justify atrocity." —Jill Lepore, author of *These Truths: A History of the United States* In 1739 Bordeaux's Royal Academy of Sciences announced a contest for the best essay on the sources of "blackness." What is the physical cause of blackness and African hair, and what is the cause of Black degeneration, the contest announcement asked. Sixteen essays, written in French and Latin, were ultimately dispatched from all over Europe. Documented on each page are European ideas about who is Black and why. Looming behind these essays is the fact that some four million Africans had been kidnapped and shipped across the Atlantic by the time the contest was announced. The essays themselves represent a broad range of opinions, which nonetheless circulate around a common theme: the search for a scientific understanding of the new concept of race. More important, they provide an indispensable record of the Enlightenment-era thinking that normalized the sale and enslavement of Black human beings. These never previously published documents survived the centuries tucked away in Bordeaux's municipal library. Translated into English and accompanied by a detailed introduction and headnotes written by Henry Louis Gates, Jr., and Andrew Curran, each essay included in this volume lays bare the origins of anti-Black racism and colorism in the West.

**In Praise of Commercial Culture** Harvard University Press  
How can you turn an English department into a revenue center? How do you grade students if they are "customers" you must please? How do you keep industry from dictating a university's research agenda? What happens when the life of the mind meets the bottom line? Wry and insightful, *Shakespeare, Einstein, and the Bottom Line* takes us on a cross-country tour of the most powerful trend in academic life today--the rise of business values and the belief that efficiency, immediate practical usefulness, and marketplace triumph are the best measures of a university's success. With a shrewd eye for the telling example, David Kirp

relates stories of marketing incursions into places as diverse as New York University's philosophy department and the University of Virginia's business school, the high-minded University of Chicago and for-profit DeVry University. He describes how universities "brand" themselves for greater appeal in the competition for top students; how academic super-stars are wooed at outsized salaries to boost an institution's visibility and prestige; how taxpayer-supported academic research gets turned into profitable patents and ideas get sold to the highest bidder; and how the liberal arts shrink under the pressure to be self-supporting. Far from doctrinaire, Kirp believes there's a place for the market--but the market must be kept in its place. While skewering Philistinism, he admires the entrepreneurial energy that has invigorated academe's dreary precincts. And finally, he issues a challenge to those who decry the ascent of market values: given the plight of higher education, what is the alternative? Table of Contents: Introduction: The New U Part I: The Higher Education Bazaar 1. This Little Student Went to Market 2. Nietzsche's Niche: The University of Chicago 3. Benjamin Rush's "Brat": Dickinson College 4. Star Wars: New York University Part II: Management 101 5. The Dead Hand of Precedent: New York Law School 6. Kafka Was an Optimist: The University of Southern California and the University of Michigan 7. Mr. Jefferson's "Private" College: Darden Graduate School of Business Administration, University of Virginia Part III: Virtual Worlds 8. Rebel Alliance: The Classics Departments of Sixteen Southern Liberal Arts Colleges 9. The Market in Ideas: Columbia University and the Massachusetts Institute of Technology 10. The British Are Coming-and Going: Open University Part IV: The Smart Money 11. A Good Deal of Collaboration: The University of California, Berkeley 12. The Information Technology Gold Rush: IT Certification Courses in Silicon Valley 13. They're All Business: DeVry University Conclusion: The Corporation of Learning Notes Acknowledgments Index

Reviews of this book: An illuminating view of both good and bad results in a market-driven educational system. --David Siegfried, Booklist Reviews of this book: Kirp has an eye for telling examples, and he captures the turmoil and transformation in higher education in readable style. --Karen W. Arenson, New York Times Reviews of this book: Mr. Kirp is both quite fair and a good reporter; he has a keen eye for the important ways in which bean-counting has transformed universities, making them financially responsible and also more concerned about developing lucrative specialties than preserving the liberal arts and humanities. Shakespeare, Einstein, and the Bottom Line is one of the best education books of the year, and anyone interested in higher education will find it to be superior. --Martin Morse Wooster, Washington Times Reviews of this book: There is a place for the market in higher education, Kirp believes, but only if institutions keep the market in its place...Kirp's bottom line is that the bargains universities make in pursuit of money are, inevitably, Faustian. They imperil academic freedom, the commitment to sharing knowledge, the privileging of need and merit rather than the ability to pay, and the conviction that the student/consumer is not always right. --Glenn C. Altschuler, Philadelphia Inquirer Reviews of this book: David Kirp's fine new book, Shakespeare, Einstein, and the Bottom Line, lays out dozens of ways in which the ivory tower has leaned under the gravitational influence of economic pressures and the market. --Carlos Alcal', Sacramento Bee Reviews of this book: The real subject of Kirp's well-researched and amply footnoted book turns out to be more than this volume's subtitle, 'the marketing of higher education.' It is, in fact, the American soul. Where will our nation be if instead of colleges transforming the brightest young people as they come of age, they focus instead on serving their paying customers and chasing the tastes they should be shaping?

Where will we be without institutions that value truth more than money and intellectual creativity more than creative accounting? ...Kirp says plainly that the heart of the university is the common good. The more we can all reflect upon that common good--not our pocketbooks or retirement funds, but what is good for the general mass of men and women--the better the world of the American university will be, and the better the nation will be as well. --Peter S. Temes, San Francisco Chronicle Reviews of this book: David Kirp's excellent book Shakespeare, Einstein, and the Bottom Line provides a remarkable window into the financial challenges of higher education and the crosscurrents that drive institutional decision-making...Kirp explores the continuing battle for the soul of the university: the role of the marketplace in shaping higher education, the tension between revenue generation and the historic mission of the university to advance the public good...This fine book provides a cautionary note to all in higher education. While seeking as many additional revenue streams as possible, it is important that institutions have clarity of mission and values if they are going to be able to make the case for continued public support. --Lewis Collens, Chicago Tribune Reviews of this book: In this delightful book David Kirp...tells the story of markets in U.S. higher education...[It] should be read by anyone who aspires to run a university, faculty or department. --Terence Kealey, Times Higher Education Supplement The monastery is colliding with the market. American colleges and universities are in a fiercely competitive race for dollars and prestige. The result may have less to do with academic excellence than with clever branding and salesmanship. David Kirp offers a compelling account of what's happening to higher education, and what it means for the future. --Robert B. Reich, University Professor, Brandeis University, and former U.S. Secretary of Labor Can universities keep their purpose, independence, and public trust when forced to prove themselves cost-effective? In this shrewd and readable book, David Kirp explores what happens when the pursuit of truth becomes entwined with the pursuit of money. Kirp finds bright spots in unexpected places--for instance, the emerging for-profit higher education sector--and he describes how some traditional institutions balance their financial needs with their academic missions. Full of good stories and swift character sketches, Shakespeare, Einstein, and the Bottom Line is engrossing for anyone who cares about higher education. --Laura D'Andrea Tyson, former Chair, Council of Economic Advisers David Kirp wryly observes that "maintaining communities of scholars is not a concern of the market." His account of the state of higher education today makes it appallingly clear that the conditions necessary for the flourishing of both scholarship and community are disappearing before our eyes. One would like to think of this as a wake-up call, but the hour may already be too late. --Stanley Fish, Dean of the College of Liberal Arts and Sciences, the University of Illinois at Chicago This is, quite simply, the most deeply informed and best written recent book on the dilemma of undergraduate education in the United States. David Kirp is almost alone in stressing what relentless commercialization of higher education does to undergraduates. At the same time, he identifies places where administrators and faculty have managed to make the market work for, not against, real education. If only college and university presidents could be made to read this book! --Stanley N. Katz, Center for Arts and Cultural Policy Studies, Princeton University Once a generation a book brilliantly gives meaning to seemingly disorderly trends in higher education. David Kirp's Shakespeare, Einstein, and the Bottom Line is that book for our time [the early 21st century?]. With passion and eloquence, Kirp describes the decline of higher education as a public good, the loss of university governing

authority to constituent groups and external funding sources, the two-edged sword of collaboration with the private sector, and the rise of business values in the academy. This is a must read for all who care about the future of our universities. --Mark G. Yudof, Chancellor, The University of Texas System David Kirp not only has a clear theoretical grasp of the economic forces that have been transforming American universities, he can write about them without putting the reader to sleep, in lively, richly detailed case studies. This is a rare book. --Robert H. Frank, Johnson Graduate School of Management, Cornell University David Kirp wanders America's campuses, and he wonders--are markets, management and technology supplanting vision, values and truth? With a large dose of nostalgia and a penchant for academic personalities, he ponders the struggles and synergies of Ivy and Internet, of industry and independence. Wandering and wondering with him, readers will feel the speed of change in contemporary higher education. --Charles M. Vest, President, Massachusetts Institute of Technology

**Basics of Branding** Farrar, Straus and Giroux  
 LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book provides a blueprint for how to build and maintain that trust and connection in a digital environment." —Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has its challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person interactions, and a proper work/life balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, *Remote Work Revolution* is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their groups, and ultimately their organizations.

*Engaging Gen Z* Harvard University Press

The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of *When: The Scientific Secrets of Perfect Timing* Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says

Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

**What is Marketing?** Prentice Hall

NEW from the bestselling HBR's 10 Must Reads series. Stop pushing products—and start cultivating relationships with the right customers. If you read nothing else on marketing that delivers competitive advantage, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it—and your customers—at the center of your business. Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to:

- Figure out what business you're really in
- Create products that perform the jobs people need to get done
- Get a bird's-eye view of your brand's strengths and weaknesses
- Tap a market that's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: HBR's 10 Must Reads: The Essentials HBR's 10 Must Reads on Communication HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Making Smart Decisions HBR's 10 Must Reads on Managing Yourself HBR's 10 Must Reads on Teams

**Improving Business Processes** Harvard Business Press

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.

Related with Marketing Harvard University:

- Hidden Figures Movie Guide Answer Key : [click here](#)