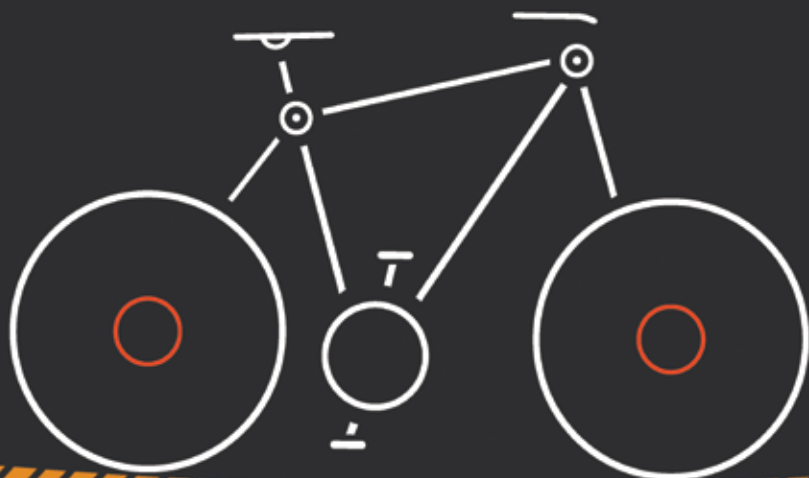


# BUSINESS

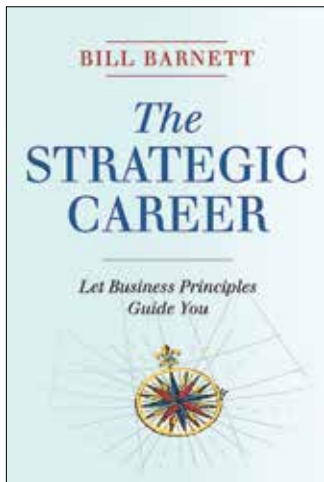


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STANFORD  
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2015



## The Strategic Career

*Let Business Principles Guide You*

**BILL BARNETT**

*The Strategic Career* provides readers with the ultimate guide to career choices—both short-term and long. While other authors approach career development from the perspective of psychology and counseling, Bill Barnett demonstrates how business strategy concepts can successfully guide us as we chart our careers. Drawing on two decades of experience leading McKinsey &

Company's Strategy Practice, as well as his popular Career Strategy courses at Yale and Rice University, he approaches the construction of a long-term career plan by looking at the main challenges that professionals will face: developing and reaching long-term targets, surfacing immediate opportunities, assessing career decisions, and staying on track. Underpinning his advice with research and illustrating it with vivid stories from others' successes, Barnett lays out practical, step-by-step processes to help readers realize their goals. Complete with a program to help you develop your own plan and over 100 specific activities to guide you, *The Strategic Career* is the ideal companion on your professional pathway.

*"Bill Barnett draws on decades of business strategy expertise to help you plan your career purposefully. This insightful book will empower the reader to navigate what can sometimes feel like a daunting and overwhelming task."*

—Michelle Jarrard, Director of Firm Personnel, McKinsey & Company

*"This book fills a major gap in both strategic and career thinking: how to apply business principals to find a true 'calling' in one's work. Through thoughtful integration of his own strategic experience and extensive research, Barnett provides invaluable insights to those facing career choices."*

—Jon R. Katzenbach, Senior Executive Advisor, Strategy& and co-author of *The Wisdom of Teams*

304 pp., 4 tables, 9 figures, 2015

9780804793582 Cloth \$27.95 **\$22.36 sale**

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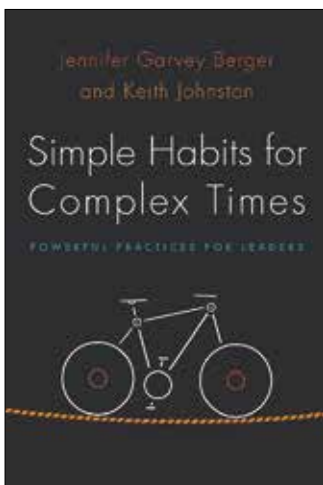
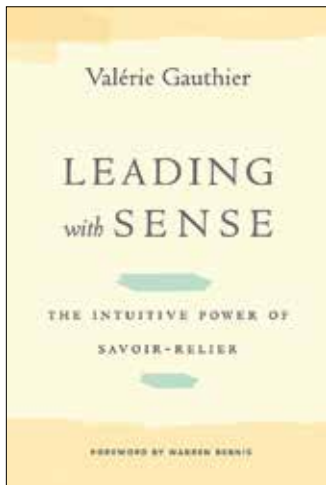
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## Simple Habits for Complex Times

Powerful Practices  
for Leaders

JENNIFER GARVEY BERGER  
AND KEITH JOHNSTON

When faced with complex challenges or uncertain outcomes, many leaders believe that if they are smart enough, work hard enough, or turn to the best management tools, they will be able to find the right answer, predict and plan for the future, and break down tasks to produce controllable outcomes. But, what are leaders to do when this isn't the case?

In complex situations, prediction, control, and the right answer are illusions. Rather than offering one-size-fits-all tips and tricks in pursuit of these mirages, *Simple Habits for Complex Times* provides three integral practices that enable leaders to navigate the unknown. By taking multiple perspectives, asking different questions, and seeing more of their system, leaders can better understand themselves, their roles, and the world around them. They can become more nimble, respond with agility, and guide their organizations to thrive in an ever-shifting business landscape. The more leaders use these simple habits, the more they enhance their performance and solve increasingly common, sticky business issues with greater acumen.

Whether in large or small organizations, in government or the private sector, in the U.S. or overseas, leaders will turn to this book as a companion that helps them grow into the best version of themselves.

*"Simple Habits for Complex Times is a perfect blend of 'story' and 'lesson.' You'll keep turning the pages and the pages will turn you into a better leader."*

—Robert Kegan, Harvard University and co-author of *Immunity to Change*

*"Simple Habits for Complex Times gives us a glimpse into the future—providing practical approaches not only to cope with complexity, but to learn and thrive in it. If you're serious about maximizing your leadership potential, this is a terrific book."*

—Larry Clark, Vice President of Talent Management and Development, Comcast Cable

272 pp., 2 tables, 3 figures, 2015  
9780804788472 Cloth \$35.00 **\$28.00 sale**

## Leading with Sense

*The Intuitive Power of  
Savoir-Relier*

VALÉRIE GAUTHIER

FOREWORD BY WARREN BENNIS

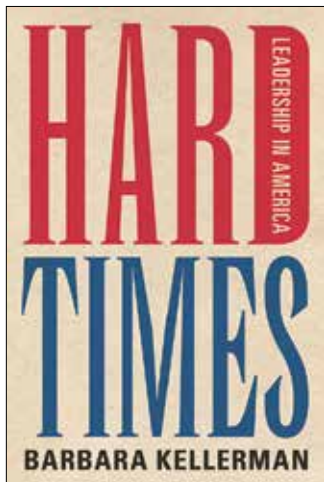
Valérie Gauthier draws on her experience as a poetic translator and her expertise in cross-cultural leadership to outline the tenets of *savoir-relier*: a framework for building sensible, trustworthy, and lasting relationships that enable leaders to value difference, work across boundaries, and navigate complex systems. *Savoir-relier* teaches leaders to tap into their senses in the midst of strategizing, allowing them to act intuitively and rationally at once.

Gauthier trains readers to be poets and translators in the business context. With *savoir-relier*, we can write our own stories, deciphering the challenges that we face with acumen, humility, and respect. Using real-world examples, Gauthier guides us with methods and tools for cultivating a *savoir-relier* mindset.

*"I found a new voice for leadership in this book. Savoir-relier will deliver the humanity that our digital world needs."*

—Jean-Paul Agon,  
Chairman and CEO, L'Oréal

200 pp., 1 table, 5 figures, 2014  
9780804786256 Cloth \$29.95 **\$23.96 sale**



## Hard Times

*Leadership in America*

BARBARA KELLERMAN

Barbara Kellerman argues that we fixate on leaders while ignoring an essential element of leadership: context. This book is a corrective. Rather than a handy-dandy manual on what to do and how to do it, *Hard Times* is structured as a checklist. Twenty-four brief sections cover key aspects of the American landscape, enabling leaders to track the terrain that they must navigate to create change.

Kellerman's crash course on context reveals that leadership is more difficult than it has ever been. It is context that explains why leadership is so fraught with frustration. And, it is context that makes evident why leadership will be better exercised if it is better understood.

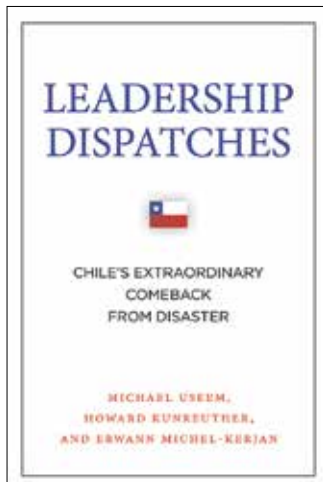
*"Hard Times is a brilliantly insightful and immensely important book. It is a tour de force. Bold, brawny, and sometimes disquieting, it is an essential guide to orienting in these uncertain times. Every leader and student of leadership must read this book. Now!"*

—Jim Kouzes,

Santa Clara University and  
coauthor of *The Leadership Challenge*

384 pp., 1 illustration, 2014

9780804792356 Cloth \$27.95 **\$22.36 sale**



## Leadership Dispatches

*Chile's Extraordinary Comeback from Disaster*

MICHAEL USEEM,  
HOWARD KUNREUTHER, AND  
ERWANN MICHEL-KERJAN

On February 27, 2010, Chile was rocked by a violent earthquake five hundred times more powerful than the one that hit Haiti just six weeks prior. The disaster caused massive losses, paralyzing the country for weeks and causing economic damage equivalent to nearly one-fifth of the country's GDP. For most nations, it would have taken years, if not decades, to recover.

Yet, only one year later, Chile's economy had grown by six percent.

In *Leadership Dispatches*, Michael Useem, Howard Kunreuther, and Erwann Michel-Kerjan reveal how the nation's leaders—in government, business, religion, academia, and beyond—facilitated Chile's recovery. They attribute Chile's remarkable comeback to strong national leadership and deeply rooted institutional practices, coupled with strategic, deliberative thinking.

Filled with lessons for a broad range of organizations and governments the world over, *Leadership Dispatches* is both a remarkable story of resilience and an instructive look at how those with the greatest responsibility for a country, company, or community should lead.

*"Three of the world's most respected authorities in leadership and risk management join forces to tell us a rare story of courage, determination, and the importance of a multi-stakeholder strategy. Their unique checklist will prepare many heads of state and organizations to take charge and do the impossible. A remarkable book."*

—Klaus Schwab, Founder and Chairman, World Economic Forum

*"Read this book before disaster strikes! And if you haven't, then read it when crisis hits. It provides the best roadmap that you will find toward the future that you will then be hoping for."*

—Herman ("Dutch") Leonard, Harvard Kennedy School  
and Harvard Business School

296 pp., 15 tables, 11 figures, 3 illustrations, 2015  
9780804793872 Cloth \$29.95 **\$23.96 sale**



## The Social Roots of Risk

*Producing Disasters,  
Promoting Resilience*

KATHLEEN TIERNEY

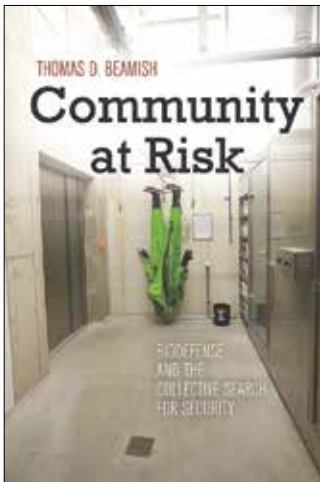
The first decade of the twenty-first century saw a remarkable number of large-scale disasters. Earthquakes in Sumatra and Haiti underscored the serious consequences that catastrophic events can have in developing countries, while 9/11, Hurricane Katrina, and the disaster that struck Tōhoku, Japan in 2011 showed that first world nations remain vulnerable. With so much knowledge of the risks that we continue to face, why are we still unable to anticipate, prevent, and cope with them?

Kathleen Tierney argues against the widespread notion that cataclysmic occurrences are driven by forces beyond our control. Instead, she contends that risks and disasters of all types are rooted in common social and institutional sources. A provocative rethinking of the way that we approach and remedy disasters, this book leaves readers with a better understanding of how our own actions make us vulnerable to the next big crisis—and what we can do to prevent it.

320 pp., 2014

9780804791397 Paper \$29.95 **\$23.96 sale**

9780804772631 Cloth \$90.00 **\$72.00 sale**



## Community at Risk

*Biodefense and the Collective  
Search for Security*

THOMAS D. BEAMISH

*Community at Risk* examines the diverse civic responses to local universities' plans to develop National Biocontainment Laboratories in Roxbury, MA, Davis, CA, and Galveston, TX. Reactions ranged from vocal public opposition to acceptance and embrace; this book explains why. In contrast to conventional micro- and macro-level accounts of how risk is perceived and managed, Thomas Beamish's analysis reveals the pivotal role of meso-level contexts and political dynamics, providing a new framework for understanding disputes over risk and their prevalence in American civic life.

*"Community at Risk shows how civic politics matter. Beamish does a masterful job of providing insights into how communities confront risky plans, programs, and developments. This is an important book."*

—Lee Clarke, Rutgers University  
and author of *Acceptable Risk?*,  
*Mission Improbable*, and *Worst Cases*

280 pp., 6 tables, 2 figures, 1 illustration, 3 maps, 2015

9780804784429 Cloth \$65.00 **\$52.00 sale**

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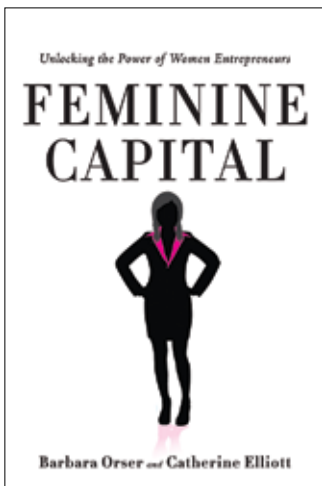
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## Feminine Capital

*Unlocking the Power of Women Entrepreneurs*

BARBARA J. ORSER AND CATHERINE ELLIOTT

Today, there are over 200,000,000 women business owners around the world. These entrepreneurs are tapping into feminine capital—unique skills and sensibilities that they have cultivated as women.

Drawing on four decades of award-winning research, Barbara Orser and Catherine Elliott detail the pillars of feminine capital and offer new insight into the ways that gender can influence entrepreneurial decisions. They find that leveraging feminine capital can help to build distinctive brands, tap new markets, generate profit, and drive social change—all while leveling the playing field.

*"I highly recommend Feminine Capital. Its engaging and interactive approach will unlock the exploding power of today's women entrepreneurs."*

—Marsha Firestone, Founder & President, Women Presidents' Organization

*"A masterful synthesis of feminist and entrepreneurship theories to show how gender plays out in venture creation. Well researched and appropriate for policy makers, educators, and practitioners alike."*

—Candida G. Brush, Babson College and co-author of *Clearing the Hurdles*

240 pp., 32 tables, 8 figures, 2015  
9780804783798 Paper \$27.95 **\$22.36 sale**  
9780804783781 Cloth \$90.00 **\$72.00 sale**



## Sustainable Innovation

*Build Your Company's Capacity to Change the World*

ANDREW HARGADON

In this groundbreaking book, Andrew Hargadon shows why sustainable innovation—the development of financially viable products that support a healthy environment and communities—is so difficult when compared to creating the next internet ventures or mobile apps that disregard these criteria.

Hargadon argues that most effective innovation strategies hinge on attention to the context in which

they are pursued. Instead of relying on a stale set of “best practices,” executives must craft their own strategies based on the particulars of their industries and markets. But, there are some rules of the road; this book provides a research-based framework that outlines the critical capabilities necessary to drive sustainable innovation. Drawing on a wide range of historical and contemporary examples, it shows business readers and their companies how to stand on the shoulders of successful pioneers.

*"Sustainable Innovation makes a compelling case that tackling the world's biggest challenges will require a form of innovation that's very different from what's come before. Hargadon skillfully describes how to transform innovation to address our unique, modern megachallenges."*

—Andrew Winston, author of *The Big Pivot* and co-author of *Green to Gold*

*"If leading or starting a company is anywhere in your future, Sustainable Innovation is a must-read. Andrew Hargadon's research and insights teach us to think anew—showing us how to navigate planet, profit, and purpose. An innovator's delight!"*

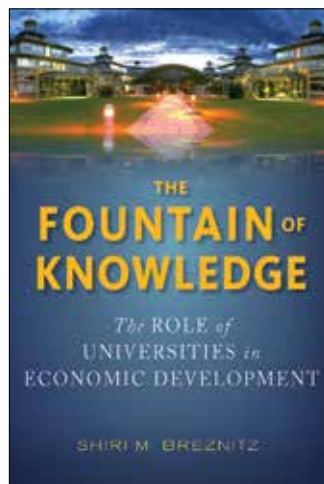
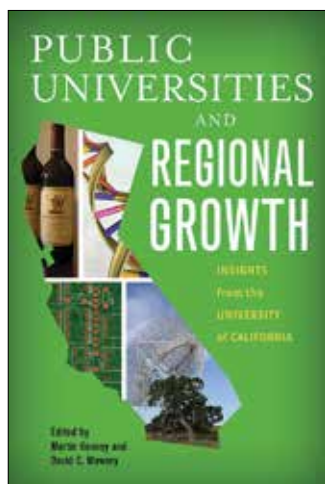
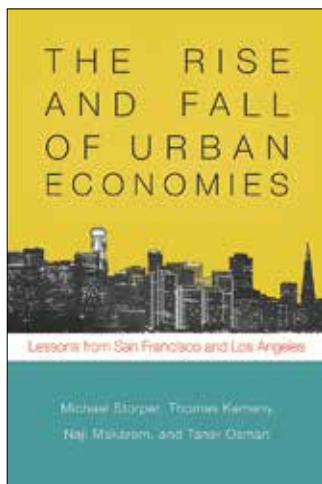
—William Rosenzweig, UC Berkeley Haas School of Business and Founder, The Republic of Tea

*"Sustainable Innovation explains precisely two of the most important—and most interconnected—principles that all sustainability executives should heed: learn to learn from others, and learn to ask the right questions."*

—Rick Ridgeway, VP Environmental Affairs, Patagonia

248 pp., 2015  
9780804792509 Cloth \$35.00 **\$28.00 sale**





### **The Rise and Fall of Urban Economies** *Lessons from San Francisco and Los Angeles*

MICHAEL STORPER, THOMAS KEMENY, NAJI P. MAKAREM, AND TANER OSMAN

Today, the Bay Area is home to the most successful knowledge economy in America, while Los Angeles has fallen progressively farther behind its neighbor to the north. Yet, in 1970, experts would have predicted that L.A. would keep pace with San Francisco. The usual factors used to explain urban growth do not account for the contrast between these two cities. So what does?

*The Rise and Fall of Urban Economies* challenges conventional notions about economic development and sheds new light on its workings. We must understand three major components—economic specialization, human capital formation, and institutional factors—if we are to determine how well a regional economy will cope with opportunities and challenges. Focusing on previously underexplored capacities for change within firms and networks of people, this book extracts lessons for economic development and urban regions around the world by studying San Francisco and Los Angeles.

328 pp., 30 tables, 20 figures, 2 maps, 2015  
9780804789400 Cloth \$60.00 **\$48.00 sale**

### **Public Universities and Regional Growth** *Insights from the University of California*

EDITED BY MARTIN KENNEY AND DAVID C. MOWERY

*Public Universities and Regional Growth* examines evolutions in research and innovation at six University of California campuses. Each chapter presents a deep, historical analysis that describes the dynamic interaction between the campuses and regional firms in industries that range from biotechnology, scientific instruments, and semiconductors, to software, wine, and wireless technologies.

This book provides a cohesive look at the University of California's symbiotic relationships with world-class industries and entrepreneurs. As a leading public institution, the UC is an exemplar for other universities at a time when their potential and value is under scrutiny. And yet, as this book shows, public universities are vital hubs of research that are key to our economic growth.

272 pp., 13 tables, 11 figures, 1 map, 2014  
9780804791359 Paper \$29.95 **\$23.96 sale**  
9780804790673 Cloth \$90.00 **\$72.00 sale**

### **The Fountain of Knowledge** *The Role of Universities in Economic Development*

SHIRI M. BREZNITZ

Today, universities are driving the development of their local economies through collaborations with industry, yet Shiri Breznitz argues that one university's successful model cannot be easily transported to another. Rather, the impact that a university can have on its local economy must be understood in its unique context.

To illustrate, Breznitz undertakes a comparative analysis of Yale and Cambridge and the different outcomes of their attempts at commercialization in biotechnology. She makes a powerful case that technology transfer is dependent on highly variable local factors.

200 pp., 2014  
9780804789615 Cloth \$60.00 **\$48.00 sale**



### **Flourishing Enterprise** *The New Spirit of Business*

CHRIS LASZLO AND  
JUDY SORUM BROWN

WITH JOHN R. EHRENFELD,  
MARY GORHAM, ILMA BARROS-POSE,  
LINDA ROBSON, ROGER SAILLANT,  
DAVE SHERMAN, AND PAUL WERDER

The notion of responsible business has infiltrated our markets, and “going green” is now a part of our mindset. But, sustainability as we know it is not enough. Flourishing—the aspiration that humans and other life will thrive on the earth forever—should be a goal for every business today. This is a bold concept, just as sustainability was a decade ago. As sustainability has become a matter of course, so too will flourishing become a cornerstone of business tomorrow.

How are companies to attain this big-picture goal? Drawing together decades of research along with in-depth interviews, *Flourishing Enterprise* argues that strategic, organizational, and operational efforts to be sustainable reach the potential of flourishing when they incorporate one additional ingredient: reflective practices. Offering more than a dozen such practices, this book leads readers down a path to greater business success, personal well-being, and a healthier planet.

240 pp., 1 table, 11 figures, 1 illustration, 2014  
9780804789134 Cloth \$24.95 **\$19.96 sale**



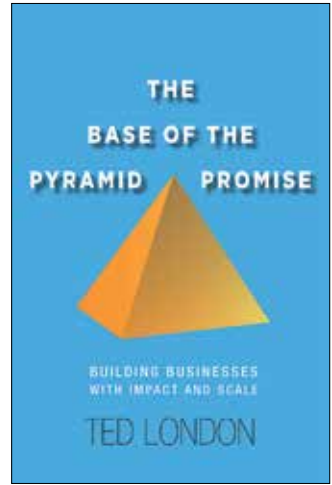
### **The Diplomat in the Corner Office**

*Corporate Foreign Policy*  
TIMOTHY L. FORT

Anchoring his arguments in theories of economics and international relations, Timothy L. Fort makes the case that businesses must augment familiar notions of corporate responsibility and ethical behavior with the concept of corporate foreign policy in order to thrive. He presents a series of case studies focusing on companies that have made peace a goal, either as an end in and of itself or because of its instrumental value in building their businesses. Using these exemplars, he articulates the three different approaches that businesses can use to quell international conflict—peace-making, peacekeeping, and peace building. He then demonstrates their effectiveness and proposes policies that can be utilized by business, civil society, and government to increase the likelihood of business playing a constructive role in the conciliatory process.

This book will be of enormous use not only to students and scholars, but also to leaders in NGOs, government, and business.

224 pp., 2015  
9780804796606 Paper \$24.95 **\$19.96 sale**  
9780804786379 Cloth \$85.00 **\$68.00 sale**



### **The Base of the Pyramid Promise** *Building Businesses with Impact and Scale*

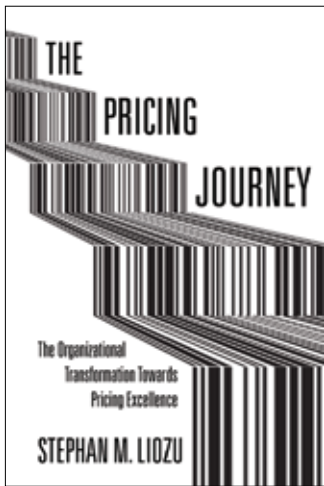
TED LONDON

As economic growth slows in the developed world, the base of the pyramid (BoP) represents perhaps the last great, untapped market. Of the world's 7 billion inhabitants, around 4 billion live in low-income markets in the developing world. These 4 billion people deserve—and, increasingly, are demanding—better lives. At the same time, the business community seeks new opportunities for growth, and the development community is striving to increase its impact. With these forces converging, the potential for mutual value creation is tremendous. This book provides a roadmap for realizing that potential.

Drawing on over 25 years of experience across some eighty countries, Ted London offers concrete guidelines for how to build better enterprises while simultaneously alleviating poverty. Outlining three key components that must be integrated to achieve results, London provides aspiring market leaders and their stakeholders with tools and techniques to succeed in the unique, opportunity-rich BoP.

256 pp., 2015  
9780804791489 Cloth \$35.00 **\$28.00 sale**





### The Pricing Journey

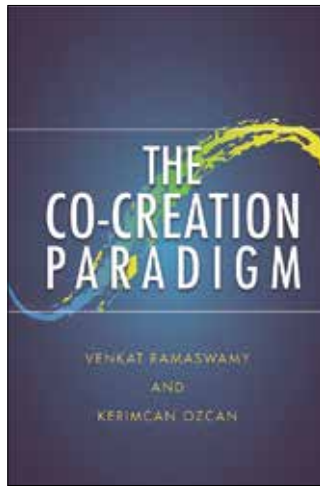
*The Organizational Transformation Toward Pricing Excellence*

STEPHAN M. LIOZU

Innovations in pricing can be transformative. But to reach their potential, companies must devote equal attention to technical and organizational capabilities. However most firms only pay attention to the technical dimensions of pricing, which severely limits the success of their initiatives. To remedy this, *The Pricing Journey* provides an integrated guide to the organizational, social, and behavioral aspects of pricing—drawing on principles of socio-technical change. Based on extensive qualitative and quantitative research in an array of firms around the world, Stephan M. Liozu provides a practical roadmap for management teams that aim to reach a new level of pricing power.

Liozu introduces the 5 C model of transformation, which relies on change, capabilities, champions, confidence, and center-led organizational design to create effective and lasting pricing strategies. Rooting his recommendations in research and practice, Liozu proposes specific capabilities to develop on the road to pricing excellence.

240 pp., 16 tables, 37 figures, 2015  
9780804788748 Cloth \$45.00 **\$36.00 sale**



### The Co-Creation Paradigm

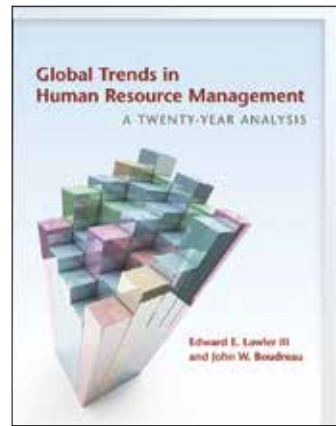
VENKAT RAMASWAMY AND  
KERIMCAN OZCAN

A fundamental shift is underway that will change our concept of value. In an era of increasing interconnectedness, individuals, as opposed to institutions, stand at the center of value creation. Organizations can no longer unilaterally devise products and services. They must engage stakeholders as co-creators.

Co-creation guru Venkat Ramaswamy and Kerimcan Ozcan call for enterprises to be mindful of lived experiences, to build engagement platforms and management systems that are designed for creative collaboration, and to develop “win more–win more” strategies that enhance our wealth, welfare, and, well-being. Richly illustrated with examples of co-creation in action, *The Co-Creation Paradigm* provides a blueprint for the co-creative enterprise, economy, and society.

*“The Co-Creation Paradigm is a multi-layered view of strategy that points toward profits which are unattainable using conventional tools.”*

—Venki Rajah, Vice President of  
Infrastructure Insight, Oracle Corporation  
360 pp., 2014  
9780804789158 Cloth \$35.00 **\$28.00 sale**



### Global Trends in Human Resource Management

*A Twenty-Year Analysis*

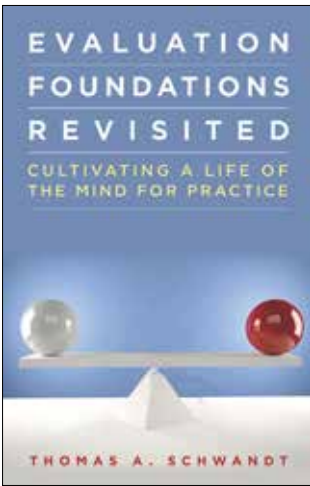
EDWARD E. LAWLER III AND  
JOHN W. BOUDREAU

Since 1995, USC’s Center for Effective Organizations (CEO) has conducted the definitive longitudinal study of the human resource management function in organizations. By analyzing new data every three years, the Center has been able to consistently chart changes in how HR is organized and managed, while at the same time providing guidance on how professionals in the field can drive firm performance. This book, the seventh from CEO, provides the newest findings about what makes HR successful and how it can add value to organizations today. It tracks changes in a global sample of firms that shows how HR differs across Europe, the United States, and Asia, and provides an international benchmark against which to measure a company’s practice.

*“Global Trends in Human Resource Management provides great thought leadership. This seminal and longitudinal view of Human Resources eloquently explains where the HR profession is, and where it needs to go.”*

—Jeff T.H. Pon, Chief Human Resources  
and Strategy Officer, Society for Human  
Resource Management

216 pp., 124 tables, 3 figures, 2015  
9780804791298 Paper \$35.00 **\$28.00 sale**



### Evaluation Foundations Revisited

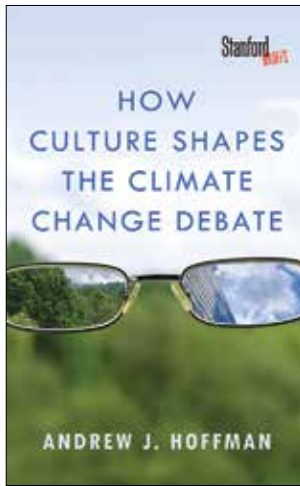
*Cultivating a Life of the Mind for Practice*

THOMAS A. SCHWANDT

*Evaluation Foundations Revisited* offers an introduction for those seeking to better understand Evaluation as a professional field. While the acquisition of methods and methodologies to meet the needs of certain projects is important, the foundation of evaluative practice rests on understanding complex issues that must be balanced.

Examining the intellectual, practical, and philosophical nexus that lies at the heart of evaluation, Thomas A. Schwandt considers the role of theory in practice, how notions of value and valuing are understood, how evidence is used, how evaluation is related to politics, and what comprises scientific integrity. By coming to better understand these foundations, readers will develop what Schwandt terms “a life of the mind of practice.”

216 pp., 10 tables, 1 figure, 2015  
9780804786553 Cloth \$45.00 **\$36.00 sale**

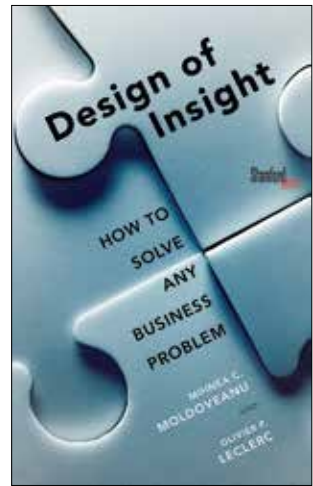


### How Culture Shapes the Climate Change Debate

ANDREW J. HOFFMAN

Though the scientific community largely agrees that climate change is underway, debates about this issue remain fiercely polarized. These conversations have become a rhetorical contest, one in which opposing sides try to achieve victory through playing on fear, distrust, and intolerance. At its heart, this split no longer concerns carbon dioxide, greenhouse gases, or climate modeling; rather, it is the product of contrasting, deeply entrenched worldviews. This brief examines what causes people to reject or accept the scientific consensus on climate change. Synthesizing evidence from sociology, psychology, and political science, Andrew J. Hoffman lays bare the opposing cultural lenses through which science is interpreted. He then extracts lessons from major cultural shifts in the past to engender a better understanding of the problem and motivate the public to take action. *How Culture Shapes the Climate Change Debate* makes a powerful case for a more scientifically literate public, a more socially engaged scientific community, and a more thoughtful mode of public discourse.

120 pp., 1 figure, 2 illustrations, 2015  
9780804794220 Paper \$12.99 **\$10.39 sale**



### The Design of Insight

*How to Solve Any Business Problem*

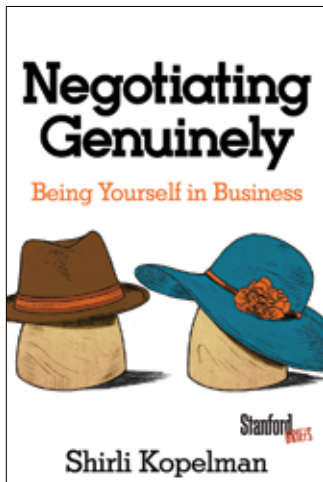
MIHNEA C. MOLDOVEANU AND  
OLIVIER LECLERC

Familiar modes of problem solving may be efficient, but they often prevent us from discovering innovative solutions to complex problems. To innovate, we must train ourselves to discover previously unseen variables in day-to-day challenges. *The Design of Insight* is intended to be a personal problem-solving platform for decision makers. It introduces an approach that uses multiple “problem-solving languages” to systematically expand our problem-framing and high-quality problem-solving abilities. Useful as a critical thinking approach or a thinking blueprint for strategic teams, this brief is a resource for enriching and implementing thoughtful management practices.

“*The Design of Insight is a tour de force in the craft and discipline of problem solving. It points both to new solutions and to new ways of generating solutions—which form the crux of the problem solver’s skill. Read it once for fun and insight, and a second and third time for discipline and practice.*”

—Dominic Barton,  
Global Managing Director,  
McKinsey & Company

160 pp., 31 figures, 2 illustrations, 2015  
9780804794091 Paper \$12.99 **\$10.39 sale**



## Negotiating Genuinely

*Being Yourself in Business*

SHIRLI KOPELMAN

Negotiating often leads people to wall off vulnerable parts of themselves and act rationally to win. But what if you could just be you in business? Taking a positive approach, this brief distills years of research, teaching, and coaching into an integrated framework for negotiating genuinely.

Competing and cooperating while being strategic and real is fundamentally challenging. Yet, this duality is both possible and powerful. Shirli Kopelman teaches readers how to reconcile the disparate hats that they wear in everyday life—with families, friends, and colleagues—bringing one “integral hat” to the negotiation table. Kopelman shares techniques that illuminate this approach; exercises along the way help readers to negotiate more naturally, positively, and successfully.

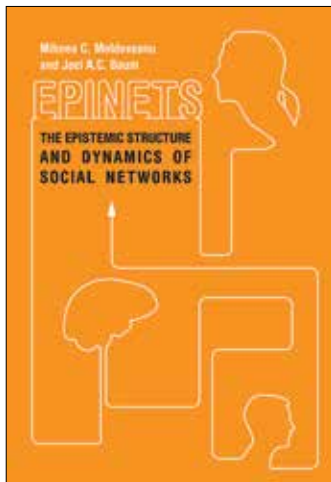
*“Shirli Kopelman develops a playful, action-oriented framework to communicate deep and practical insights about the nature of cooperation and competition in negotiations.”*

—Jeanne Brett, Kellogg School of Management, Northwestern University

*“All negotiators should read this little gem, which advocates, and provides guidance for, being yourself and mindfully managing your emotions in negotiation.”*

—Dean Pruitt, School for Conflict Analysis and Resolution, George Mason University

104 pp., 2014  
9780804790697 Paper \$12.99 **\$10.39 sale**



## Epinets

*The Epistemic Structure and Dynamics of Social Networks*

MIHNEA C. MOLDOVEANU  
AND  
JOEL A.C. BAUM

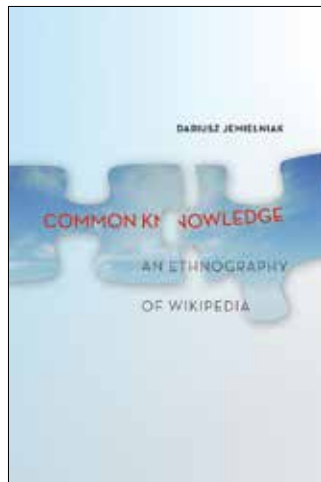
*Epinets* presents a new way to think about social networks that focuses on the knowledge that underlies our social interactions. Guiding readers through the web of beliefs that networked individuals have about each other, this book illuminates the deeper character and influence of relationships among social network participants.

Drawing on artificial intelligence, the philosophy of language, and epistemic game theory, Mihnea C. Moldoveanu and Joel A.C. Baum formulate a lexicon and conceptual tools that enable readers to explain, predict, and shape the fabric and behavior of social networks. With an innovative and strategically-minded look at the assumptions that enable and clog our networks, this book lays the groundwork for a leap forward in our understanding of human relations.

*“Combining network analysis with the reflected self- and emotional intelligence, Epinets serves up a buffet of innovation and insight.”*

—Ronald S. Burt, Booth School of Business, University of Chicago

200 pp., 2014  
9780804795289 Paper \$24.95 **\$19.96 sale**  
9780804777919 Cloth \$49.95 **\$39.96 sale**



## Common Knowledge?

*An Ethnography of Wikipedia*

DARIUSZ JEMIELNIAK

Dariusz Jemielniak draws on his academic expertise and years of active participation within the Wikipedia community to take readers inside the site. Against a backdrop of misconceptions about its governance, authenticity, and accessibility, Jemielniak reveals how Wikipedia balances open access and power with a unique bureaucracy that takes a page from formal organizations.

312 pp., 2 tables, 7 figures, 2014  
9780804797238 Paper \$27.95 **\$22.36 sale**  
9780804789448 Cloth \$39.95 **\$31.96 sale**

## Ivory Tower and Industrial Innovation

*University-Industry Technology Transfer Before and After the Bayh-Dole Act*

DAVID C. MOWERY, RICHARD R. NELSON, BHAVEN N. SAMPAT, AND ARVIDS A. ZIEDONIS

Many observers have attributed the rise in university patenting and licensing to the Bayh-Dole Act of 1980. This book takes a more holistic viewpoint; it analyzes the diverse channels through which commercialization occurred throughout the 20th century and since the passage of the Act. The authors conclude that universities must maintain their historic commitment to the free flow of knowledge in order to sustain the remarkable scientific and technological achievements of the past century.

264 pp., 24 tables, 28 figures, 2004  
9780804795296 Paper \$24.95 **\$19.96 sale**  
9780804749206 Cloth \$45.95 **\$36.76 sale**

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