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# Harvard Business Essentials

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5 Steps to Better Results

Harvard Business Essentials, Decision Making

HBR Guide to Project Management (HBR Guide Series)

HBR Guide to Remote Work

Managing Creativity and Innovation

Marketer's Toolkit

HBR's 10 Must Reads

Crisis Management

HBR's 10 Must Reads for New Managers (with bonus article "How Managers Become Leaders" by Michael D. Watkins) (HBR's 10 Must Reads)

Sell Your Ideas and Make Things Happen

Power, Influence, and Persuasion

Entrepreneur's Toolkit

Managing Change and Transition

Manager's Toolkit

Essentials of Business Process Outsourcing

The Innovator's Toolkit

Create and Implement the Best Strategy for Your Business

Harvard Business Essentials Series

The Harvard Business Review Entrepreneur's Handbook

Measure and Improve the Effectiveness of Your Employees

HBR's 10 Must Reads Ultimate Boxed Set (14 Books)

The Essentials

Negotiation

Incremente su productividad y eficacia personales

HBR's 10 Must Reads Big Business Ideas Collection (2015-2017 plus The Essentials) (4 Books) (HBR's 10 Must Reads)

HBR Guide to Setting Your Strategy

HBR Guide to Finance Basics for Managers (HBR Guide Series)

Increase Your Personal Productivity And Effectiveness

Coaching and Mentoring

Time Management

Harvard Business Essentials: Guide To Negotiation

The Essentials of Managing Change and Transition

Finance for Managers

10 Practical Strategies to Help You Develop and Implement Innovation

Hiring and keeping the best people

Harvard Business Review Guides Ultimate Boxed Set (16 Books)

Gestión del tiempo

Master the Skills to Prevent Disasters

How to Develop Top Talent and Achieve Stronger Performance

Harvard Business  
Essentials

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5 Steps to Better Results Harvard  
Business Press

Harvard Business Essentials are comprehensive, solution-oriented paperbacks for business readers of all levels of experience. Calculating and assessing the overall financial health of the business is an important part of any managerial position. From reading and deciphering financial statements, to understanding net present value, to calculating return on investment, *Finance for Managers* provides the fundamentals of financial literacy. Easy to use and nontechnical, this helpful guide gives managers the smart advice they need to increase their impact on financial planning, budgeting, and forecasting.

*Harvard Business Essentials, Decision Making* Grupo Planeta (GBS)

Harvard Business Essentials  
Business Communication  
Harvard Business Press  
*HBR Guide to Project Management (HBR Guide Series)* Harvard Business Press  
Get your best work done, no matter where you do it. Video calls from your couch. Project reports in a coffee shop. Presentations at your kitchen table. Working remotely gives you more flexibility in how and where you do your job. But being part of a far-flung team can be challenging. How can you make remote work work for you? The *HBR Guide to Remote Work* provides practical tips and advice to help you stay productive, avoid distractions, and collaborate with your team, despite the distance that separates you. You'll learn to: Create a regular work-from-home routine Identify the right technology for

your needs Run better virtual meetings Avoid burnout and video-call fatigue Manage remote employees Conduct difficult conversations when you can't meet in person Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

*HBR Guide to Remote Work* Harvard  
Business Review Press

Set your company up for long-term success. Every company needs a strategy. A focused strategy aligns decision making throughout the organization and helps establish a competitive edge in the marketplace. But with so many options to consider, how do you define a unique strategy that will ensure growth? Whether you're starting a business from scratch or leading an existing company facing new threats, this book offers the direction you need. The *HBR Guide to Setting Your Strategy* provides practical tips and advice that break down the process of crafting strategy so you can identify the areas your company should build on to help it thrive long into the future. You'll learn to: Understand what strategy is—and what it isn't Define where you'll play and how you'll win Conduct more-effective strategic discussions with your team Test your strategy before you implement it Communicate your strategy to key stakeholders Ensure your strategy is flexible and adaptable Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Managing Creativity and Innovation

### Harvard Business Press

Develop the mindset and presence to successfully manage others for the first time. If you read nothing else on becoming a new manager, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you transition from being an outstanding individual contributor to becoming a great manager of others. This book will inspire you to:

- Develop your emotional intelligence
- Influence your colleagues through the science of persuasion
- Assess your team and enhance its performance
- Network effectively to achieve business goals and for personal advancement
- Navigate relationships with employees, bosses, and peers
- Get support from above
- View the big picture in your decision making
- Balance your team's work and personal life in a high-intensity workplace

This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin Reid and Lakshmi Ramarajan; "Harnessing the Science of Persuasion," Robert B. Cialdini; "What Makes a Leader?" by Daniel Goleman; "The Authenticity Paradox," by Herminia Ibarra; "Managing Your Boss," by John J. Gabarro and John P. Kotter; "How Leaders Create and Use Networks," by Herminia Ibarra and Mark Lee Hunter; "Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass; and BONUS ARTICLE: "How Managers Become Leaders," by Michael D. Watkins.

*Marketer's Toolkit* Harvard Business Review Press

The one primer you need to develop

your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find:

- Step-by-step guidance through the entrepreneurial process
- Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman
- Time-honed best practices
- Stories of real companies, from Airbnb to eBay
- You'll learn: Which skills and characteristics make for the best entrepreneurs
- How to gauge potential opportunities
- The basics of business models and competitive strategy
- How to test your assumptions--before you build a whole business
- How to select the right legal structure for your company
- How to navigate funding options, from venture capital and angel

investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

*HBR's 10 Must Reads* John Wiley & Sons You want the most important ideas on management all in one place. Now you can have them--in a set of HBR's 10 Must Reads, available as a 14-volume paperback boxed set or as an ebook set. We've combed through hundreds of Harvard Business Review articles on topics such as emotional intelligence, communication, change, leadership, strategy, managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads Ultimate Boxed Set includes 14 bestselling collections: HBR's 10 Must-Reads on Leadership; HBR's 10 Must-Reads on Emotional Intelligence; HBR's 10 Must-Reads on Managing Yourself; HBR's 10 Must-Reads on Strategy; HBR's 10 Must-Reads on Change Management; HBR's 10 Must-Reads on Managing People; HBR's 10 Must Reads: The Essentials; HBR's 10 Must-Reads on Communication; HBR's 10 Must-Reads on Managing Across Cultures; HBR's 10 Must-Reads on Strategic Marketing; HBR's 10 Must-Reads on Teams; HBR's 10 Must-Reads

on Innovation; HBR's 10 Must-Reads on Making Smart Decisions; and HBR's 10 Must-Reads on Collaboration. The HBR's 10 Must Reads Ultimate Boxed Set makes a smart gift for your team, colleagues, or clients. HBR's 10 Must Reads series is the definitive collection of ideas and best practices for aspiring and experienced leaders alike. These books offer essential reading selected from the pages of Harvard Business Review on topics critical to the success of every manager. Each book is packed with advice and inspiration from leading experts such as Clayton Christensen, Peter Drucker, Rosabeth Moss Kanter, John Kotter, Michael Porter, Daniel Goleman, Theodore Levitt, and Rita Gunther McGrath.

*Crisis Management* Harvard Business Press

The New Manager's Guide and Mentor The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips. Decision making is a critical part of management, and bad choices can damage careers and the bottom line. This book offers the tools and advice managers need to avoid common biases and arrive at and implement decisions that are both sound and ethical.

HBR's 10 Must Reads for New Managers (with bonus article "How Managers Become Leaders" by Michael D. Watkins) (HBR's 10 Must Reads) Harvard Business Press

Strategic execution drives business success. This book covers strategy from

the ground up, explaining what strategy is, how to put together a strategic plan, what tools and resources are necessary to execute it, and how to measure results. The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

### **Sell Your Ideas and Make Things Happen**

Harvard Business Press  
**DON'T LET YOUR FEAR OF FINANCE GET IN THE WAY OF YOUR SUCCESS** Can you prepare a breakeven analysis? Do you know the difference between an income statement and a balance sheet? Or understand why a business that's profitable can still go belly-up? Has your grasp of your company's numbers helped—or hurt—your career? Whether you're new to finance or you just need a refresher, this go-to guide will give you the tools and confidence you need to master the fundamentals, as all good managers must. The HBR Guide to Finance Basics for Managers will help you: Learn the language of finance Compare your firm's financials with rivals' Shift your team's focus from revenues to profits Assess your vulnerability to industry downturns Use financial data to defend budget requests Invest smartly through cost/benefit analysis

### **Power, Influence, and Persuasion**

Harvard Business Review Press  
 Los directivos emplean mucho de su tiempo en atender reuniones, con múltiples interrupciones y sofocar fuegos en lugar de realizar el trabajo real.

Gestión del tiempo le ofrece consejos probados y herramientas prácticas para ayudar a los directivos a gestionar su tiempo a fin de incrementar su productividad y eficiencia. Los directivos aprenderán a: - Identificar y priorizar temas - Realizar herramientas de planificación, como plannings diarios, PDAs y listas de control. - Mitigar trabajo sobrecargado y evitar pérdidas de tiempo - Evitar algunos problemas, delegando eficazment.

### **Entrepreneur's Toolkit** Harvard Business Press

The New Manager's Guide and Mentor. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience and will prove especially valuable for the new manager. To assure quality and accuracy, a specialized content adviser from a world-class business school closely reviews each volume. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

### **Managing Change and Transition**

Harvard Business Review Press  
 Negotiation-whether hammering out a great job offer, settling a dispute with a client, drafting a contract, or making trade-offs between business units-is both a necessary and challenging aspect of business life. In the business world, confident negotiators are always in high demand. Bringing a difficult negotiation

to a successful conclusion can be one of the most exhilarating-and valuable-aspects of business today. Packed with practical advice and handy tools, Negotiation will help any manager sharpen skills and yield a sizable payoff. Contents include: Preparing the necessary information before a negotiation Managing multiparty negotiations Assessing the position of the opposing side Determining your sources of power and authority in a negotiation Recognizing the barriers to agreement and how to overcome them Plus, readers can access free interactive tools on the Harvard Business Essentials companion web site. Series Adviser: Michael Watkins Associate Professor Michael Watkins does research on negotiation and leadership. He is the coauthor of *Right From the Start: Taking Charge in a New Leadership Role* (HBS Press, 1999) and the author of *Taking Charge in Your New Leadership Role: A Workbook* (HBS Publishing, 2001), both of which examine how new leaders coming into senior management positions should spend their first six months on the job. Harvard Business Essentials The Reliable Source for Busy Managers The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience. To assure quality and accuracy, each volume is closely reviewed by a specialized content adviser from a world class business school. Whether you are a new manager interested in expanding your skills or an

experienced executive looking for a personal resource, these solution-oriented books offer reliable answers at your fingertips.

Manager's Toolkit Harvard Business Review Press

Hiring an all-star workforce and keeping it in place is a challenge for any organization. Packed with hands-on tips and tools, *Hiring and Keeping the Best People* offers managers comprehensive advice for hiring more effectively and increasing retention. Book jacket.

Essentials of Business Process

Outsourcing Harvard Business Review Press

What are the types of innovation? How can you generate creative ideas for your business? How can you move from ideas to unleashing your innovation to the market? How can you combine your innovation with a strategic plan to move your company forward? Get these questions answered with jargon-free, useable, practical tools and advice. *The Innovator's Toolkit* offers you field-tested techniques and tips to ensure the successful development and implementation of your innovation.

Readers can also access free interactive tools on the Harvard Business Essentials companion Web site at [www.elearning.hbsp.org/businessools](http://www.elearning.hbsp.org/businessools).

*The Innovator's Toolkit* Harvard Business Press

*Managing Projects Large and Small: The Fundamental Skills for Delivering on Cost and On Time* When it comes to project management, success lies in the details. This book walks managers through every step of project oversight from start to finish. Thanks to the book's comprehensive information on everything from planning and budgeting to team building and after-project reviews, managers will master the

discipline and skills they need to achieve stellar results without wasting time and money. The Harvard Business Essentials series is for managers at all levels but is especially relevant for new managers. It offers on-the-spot guidance, coaching, and tools on the most relevant topics in business. Each book includes the critical information that managers need on a given topic—from budgeting to hiring to communication to strategy—and offers interactive tools and worksheets that translate advice into action. Providing ready answers to day-to-day issues, these guides make sound, trusted mentoring advice available whenever managers need it. Other Books in the HBE Series: *Managing Change and Transition* Hiring and Keeping the Best People Finance for Managers Business Communications Innovation Negotiation Harvard Business Press

Time is the one thing no manager has enough of. Through goal setting, prioritizing, delegation, and other proven techniques, this guide helps managers maximize their personal productivity within and their impact on their organizations. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new

manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

*Create and Implement the Best Strategy for Your Business* Harvard Business Press 'Performance Management' will help managers use informal performance assessments and feedback as part of their regular interactions with employees. Readers will learn to prepare for a formal performance meeting with a direct report, document a performance meeting, and create a development plan with the employee.

*Harvard Business Essentials Series* Harvard Business Press

Packed with practical information designed for business readers and managers at all levels, this essential volume offers insights on managing creativity in groups, developing creative conflict, and using technology to help foster innovation.

**The Harvard Business Review Entrepreneur's Handbook** Harvard Business Press

With advice and tools for improving a wide array of communication skills—from delivering an effective presentation to drafting proposals to the effective use of e-mail—Business Communication helps managers deliver information effectively.

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- Ever Increasing Word Training Center : [click here](#)