

11 best books Harvard Business School advises startups to read

Blue ocean strategy is one of the typical books of this list.

Many people think that summer is a great time to read. However, in the book world of all genres, the question is, what kind of books should I read and what should I read?

To help you limit your choices, the Hubspot site recently shared a list of 11 best titles voted by Harvard Business School (Harvard Business School). Most of them focus on leadership, including understanding, skills, evidence and clear explanations of this issue, which are very helpful for managers who are trying to become a leader. authentic.

1. True North: Discover Your Authentic Leadership

True North: Discover Your Authentic Leadership (go to the North - see true leadership in you) explains how and why being an excellent leader is possible for everyone based on the research and interviews involving 125 top leaders today.

In this book, Bill George - the author and former CEO of Medtronic shared 5 core steps to becoming a leader that everyone must admire:

1. Be aware of your true self.
2. Determine your values and leadership principles.
3. Understand your motivations.
4. Build a support team.
5. Always integrity through unifying all aspects of your life.

2. Talent on Demand

Peter Cappelli writes this book to test the issues related to talent management that are most concerned about. The book includes many examples of supply chain companies and reveals four governance principles to ensure that your employees have the necessary skills and determine exactly when they need them.

After reading this book, you will know how to balance the development of talent in the company and outsource other experts, improve accuracy in the predictions of personnel needs, maximize Employee productivity and from the internal job bulletin board can create a new job description to post to job sites to find the most potential candidates.



3. The Money of Invention: How Venture Capital Creates New Wealth

The Money of Invention: How Venture Capital Creates New Wealth can be considered a practical handbook. The book was written by two leading experts, Paul A. Gompers and Josh Lerner, which addressed the problems faced by entrepreneurs in securing corporate finance and how the models Venture capital can help entrepreneurs solve those problems.

In addition, this book also includes a lot of detailed information on how corporations, government organizations and non-profit organizations can (and should) harness the power of venture capital funds when call for capital. Whether your business is on the verge of a spectacular growth phase or trying to survive in a recession economy, The Money of Invention is still a strategic guide to learning how to turn investment. venturing into a lever to create a breakthrough for your business.

4. Many Unhappy Returns: One Man's Quest To Turn Around The Most Unpopular Organization In America

In 1997, the Internal Revenue Service (IRS) had the largest customer database in the US but received the lowest approval rate among government agencies. At that time, the Congressional Hearings revealed that the IRS was under pressure to meet the criteria for compensation and retrospective taxes. Some anonymous sources also said that in order to do that, the tax authorities had to pressure the taxpayers.

In 1997, Charles O. Rossotti became a member of the IRS and was tasked with restructuring the organization. As the first businessman to be head of IRS, Rossotti has made many groundbreaking reforms to maintain the organization's activities and in his book Many Unhappy Returns, he recounted a fascinating story. he is about the IRS leadership and his spectacular transformation.

5. The Arc of Ambition: Defining the Leadership Journey

Do you know what really separates someone from achieving impressive success with a normal person? In the book The Arc of Ambition: Defining the Leadership Journey, two well-known management experts, Jim

Champy and Nitin Nohria, will help you find the answer to that question.

The secret here is ambition. For those who want to discover what their career and personal aspirations are, this is a very meaningful guide. The Arc of Ambition includes specific examples from many successful examples both in history and in the modern world in many fields.

6. Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time

Starbucks CEO Howard Schultz is a leader with extraordinary talent and is respected by many. Pour Your Heart Into It: How Starbucks built a Company One Cup at a Time is his passionate book that tells the success story of this café. Starting from a small coffee shop in Seattle, Starbucks has now become an international brand.

In the book, Schultz also shares the core principles that shape the value of Starbucks brand and the secrets of success that he has accumulated.

7. Unleashing Innovation: How Whirlpool Transformed an Industry

Unleashing Innovation will tell you the story that takes place inside one of the most turning points in American history, including accepting reduced profits to achieve the goal of expanding the scope of activities. move to the whole world.

Nancy Tennant Snyder is the vice president of Whirlpool - who recognized the importance of profit and innovation, and is the author of this book. In her work, she reveals how Whirlpool can create such a tremendous change in the company's history of existence and development. It also provides evidence that transition and innovation will become a core element in an organization - ultimately helping to bring unexpected results to profitability.



8. Made to Stick: Why Some Ideas Survive and Others Die

Why can some ideas create great things while others are like they never had a chance to become a reality? And how can we turn things around: for bad ideas or "survival" opportunities?

In this book, Chip and Dan Heath will help you decipher some of the most complex questions that have not been explained about how ideas can be implemented, and also offer a few ways to making them more feasible.

9. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant

This book is based on a study of more than 150 tactical conversions, including companies with a history of survival and development over 100 years in 30 different fields. Two authors Renee Mauborgne and W. Chan Kim have attempted to persuade readers that building a truly successful business career from creating "blue oceans", such as new markets yet to be declared. There is no competition or there is no competition yet.

With more than 1 million copies sold worldwide, the Blue Ocean Strategy is clearly a "must-read" book for everyone who wants to start a business.

10. Scaling Up Excellence: Getting More Without Settling for Less

In Scaling Up Excellence, the author of many bestsellers Robert Sutton and his colleague Huggy Rao (from Stanford University) solved a problem that all growing companies are currently facing at the same time. The moment: that is to expand the scale of development, including building bigger, faster and more efficient companies than before.

Sutton and Rao spent nearly 10 years studying it to decipher what is needed to create a group of employees to become a model of work achievement and keep the organization from becoming a company. Better working environment.

This book also features case studies and academic research from a variety of fields, including startups, pharmaceutical companies, retailers, and financial institutions. , high technology, education, non-profit organizations, government and health care providers.

11. Data Science for Business

Written by two world-renowned data science experts, Foster Provost and Tom Fawcett, this book explains the basic principles of data science. Step by step, the book that guides readers through the "data analytics thinking" system is necessary for the process of extracting actual business values ??from the data warehouse that the organization has collected.

You can use this book as a guide to understanding the data mining techniques currently in use. Much of the content in Data Science for Business is also referenced from the MBA course of a professor currently teaching at New York University and mentioned a lot of practical business issues.

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