

Benjamin Edelman Harvard Business School

benjamin edelman harvard business school: *Harvard Business Review Entrepreneur's Handbook* Harvard Business Review, 2018-01-23 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.

benjamin edelman harvard business school: The Harvard Business Review Entrepreneur's Handbook Harvard Business Review, 2018-01-23 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

benjamin edelman harvard business school: HBR's 10 Must Reads on Platforms and Ecosystems (with bonus article by "Why Some Platforms Thrive and Others Don't" By Feng Zhu and Marco Iansiti) Harvard Business Review, Marco Iansiti, Karim R. Lakhani, Marshall W. Van Alstyne, Geoffrey G. Parker, 2020-11-24 Help your company adapt to the new rules of competition. If you read nothing else on creating value with business platforms and ecosystems, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reap the rewards of multisided platforms (MSPs)—or defend your company against these formidable opponents. This book will inspire you to: Assess the threat of disruption from platforms in your industry Decide whether and how to play with increasingly powerful platform businesses Choose the right strategy for transforming your product into a platform Harness network effects to maximize value for the partners in your ecosystem Shift from managing products to managing interactions Learn when moving first and growing fast will work—and when it won't Manage winner-take-all dynamics This collection of articles includes Pipelines, Platforms, and the New Rules of Strategy, by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; Strategies for Two-Sided Markets, Thomas R. Eisenmann, Geoffrey Parker, and Marshall W. Van Alstyne; Finding the Platform in Your Product, by Andrei Hagiu and Elizabeth Altman; What's Your Google Strategy?, by Andrei Hagiu and David B. Yoffie; In the Ecosystem Economy, What's Your Strategy?, by Michael G. Jacobides; Right Tech, Wrong Time, by Ron Adner and Rahul Kapoor; Managing Our Hub Economy, by Marco Iansiti and Karim R. Lakhani; Why Some Platforms Thrive and Others Don't, by Feng Zhu and Marco Iansiti; Spontaneous Deregulation, by Benjamin Edelman and Damien Geradin; Alibaba and the Future of Business, by Ming Zeng; and Fixing Discrimination in Online Marketplaces, by Ray Fisman and Michael Luca. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

benjamin edelman harvard business school: Leading Through Kim B. Clark, Jonathan R. Clark, Erin E. Clark, 2024-09-17 Generative AI and the remote-work revolution show us every day that we're in a new era. The rules and norms have changed—and so must leadership. And yet, coercive bureaucracy, hierarchy, and control—old ways of thinking and working—are still with us, a deep-seated and powerful legacy. We are living through a profound transition from an old, industrial era to a new one that is digital, transparent, and complex. In this important new book by former dean of Harvard Business School Kim Clark, written with his business school professor son, Jonathan, and management consultant daughter, Erin, the dynamic struggle between two competing paradigms of leadership is compellingly illustrated: an old paradigm that involves control and power over people versus a new one that enables and inspires power through people. With rich examples and stories, the authors show how deeply ingrained the legacy model of leadership remains and how destructive it is, causing waste and loss of human potential, stifling innovation, and ultimately resulting in what the authors call organizational darkness. They go on to articulate a new, positive model, one that consciously seeks to do good and to make things better; that cares for people, helping them to thrive; and that mobilizes people to solve tough problems. These three elements, they argue, are the soul, heart, and mind of leadership, and activating them requires careful attention to both the personal and the organizational dimensions of leadership. The narrative is interwoven with probing analysis and reflection, and the authors speak clearly and frankly about the moral aspects and impact of leadership. They also provide a concrete frame and approach for scaling

the new model and creating a vibrant leadership system. *Leading Through* is a deep and essential account of the evolution of our leadership thinking and practice that is both timely and timeless.

benjamin edelman harvard business school: *Essentials of Services Marketing* Jochen Wirtz, 2012-08-31 Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource.

benjamin edelman harvard business school: *Families in Peril* Marian Wright Edelman, 1987 Too many American families are in serious peril, and both the reality of the situation and the myths obscuring that reality call for attention and swift action. In this incisive analysis, Edelman, President of the Children's Defense Fund, charts what is happening, exposes myths, and sets a bold agenda to strengthen families and protect children.

benjamin edelman harvard business school: *Return on Character* Fred Kiel, 2015-03-17 Does the character of our leaders matter? You may think this question was answered long ago. Countless business authors and analysts have assured us that great leadership demands great character. Time and again, we've seen that truth play out, as once-thriving organizations falter and fail under the guidance of leaders behaving badly. Why, then, do so many executives remain skeptical about the true value of leadership character? A winning strategy and a sound business model are what really matter, they argue; character is just the icing on the cake. What's been missing from this debate is hard evidence: data that shows not only that leadership character matters for organizational success, but how it matters; and concrete evidence that it leads to better business results. Now, in this groundbreaking book, respected leadership researcher, adviser, and author Fred Kiel offers that evidence—solid data that demonstrates the connection between character, leadership excellence, and organizational results. After seven years of rigorous research based on a landmark study of more than 100 CEOs and over 8,000 of their employees' observations, Kiel's findings show that leaders of strong character achieved up to five times the ROA for their organizations as did leaders of weak character. *Return on Character* goes on to reveal:

- How leadership character is formed, how it creates value, and how that value spreads throughout the organization
- How low-character leaders undermine the success of even the best business plans
- How leaders at any level can develop the habits of strong character and "unlearn" the habits of poor character

The book also provides a character-building methodology—step-by-step advice and techniques for assessing your own character habits and improving your performance and that of your organization. *Return on Character* provides the blueprint for building your own leadership character and creating a character-driven organization that achieves superior business results.

benjamin edelman harvard business school: *How Should A Government Be?* Jaideep Prabhu, 2021-02-11 For a century, the most divisive question in political thought has been about the size of the state. Should it expand and take an active role in all sorts of areas of life? Or is that just meddling and wasteful? Those questions might have made sense in the previous century. Now,

with revolutions in technology and organisational structure, and a world transformed by Covid-19, a revolution is also coming in the essential business of government - whether we like it or not. Join organisations expert Jaideep Prabhu on a tour of what's possible in government. Discover amazing initiatives in unexpected places, from India's programme to give a digital identity to a billion citizens, to a Dutch programme that lets nurses operate almost entirely without management. Or perhaps China's ominous Social Credit system is a more accurate vision what the future has in store for us. Whether you are on the political left or right, it matters whether your government does what it does fairly and well. And the game is changing...

benjamin edelman harvard business school: The Little Book of Big Ethical Questions

Susan Liautaud, 2022-04-05 Perfect for dinner parties, dorm room conversations, discussions around the water cooler, and everything in-between, The Little Book of Big Ethical Questions presents some of our most thought-provoking ethical dilemmas in a welcoming, easy-to-discuss format. Does a child have the right to take away their elderly parent's car keys? Are you obligated to help your neighbor? Should police departments be allowed to use facial recognition technology? Should voting be mandatory? The best conversations are the ones that tackle the big, life-altering issues. Whether these conversations occur in dorm rooms, meetings, or around the dinner table, ethical quandaries make for compelling discussions. These questions allow us a moment to pause and consider: What would you have done? What's the context? Is there one correct answer? And ultimately--can ethics guide us to answer all these questions better? In The Little Book of Big Ethical Questions, Susan Liautaud, a renowned ethicist who consults clients worldwide from global corporations to NGOs, presents intriguing, useful questions in a clear, appealing way designed to encourage lively discussion. Liautaud explores how you might approach each dilemma, offering more context, so you have all the information you need to come to your own conclusion. Small enough to take with you on the go, The Little Book of Big Ethical Questions provides just what you need for thought-provoking, fun, engaging discussions to learn more about yourself, others, and the world we live in.

benjamin edelman harvard business school: The Politics Industry Katherine M. Gehl,

Michael E. Porter, 2020-06-23 Leading political innovation activist Katherine Gehl and world-renowned business strategist Michael Porter bring fresh perspective, deep scholarship, and a real and actionable solution, Final Five Voting, to the grand challenge of our broken political and democratic system. Final Five Voting has already been adopted in Alaska and is being advanced in states across the country. The truth is, the American political system is working exactly how it is designed to work, and it isn't designed or optimized today to work for us—for ordinary citizens. Most people believe that our political system is a public institution with high-minded principles and impartial rules derived from the Constitution. In reality, it has become a private industry dominated by a textbook duopoly—the Democrats and the Republicans—and plagued and perverted by unhealthy competition between the players. Tragically, it has therefore become incapable of delivering solutions to America's key economic and social challenges. In fact, there's virtually no connection between our political leaders solving problems and getting reelected. In The Politics Industry, business leader and path-breaking political innovator Katherine Gehl and world-renowned business strategist Michael Porter take a radical new approach. They ingeniously apply the tools of business analysis—and Porter's distinctive Five Forces framework—to show how the political system functions just as every other competitive industry does, and how the duopoly has led to the devastating outcomes we see today. Using this competition lens, Gehl and Porter identify the most powerful lever for change—a strategy comprised of a clear set of choices in two key areas: how our elections work and how we make our laws. Their bracing assessment and practical recommendations cut through the endless debate about various proposed fixes, such as term limits and campaign finance reform. The result: true political innovation. The Politics Industry is an original and completely nonpartisan guide that will open your eyes to the true dynamics and profound challenges of the American political system and provide real solutions for reshaping the system for the benefit of all. THE INSTITUTE FOR POLITICAL INNOVATION The authors will donate all royalties from the sale of this book to the Institute for Political Innovation.

benjamin edelman harvard business school: *The Interloper* Michel Anteby, 2024-04-09 A stranger enters your world, and starts asking questions you would prefer not to answer. What do you do? Mostly, when an interloper appears, communities find ways to resist: they obstruct investigations and hide evidence, shelve complaints and silence dissent, even forget their own past and deny having done so. Such resistance—that is, the social mechanisms deployed by social groups to maintain the status quo—is the bane of field researchers everywhere, for it often seems to slam the door in their face. How can one learn about a community when they resist so very strongly? The answer is that, sometimes, the resistance is itself the key. By closing ranks and creating obstacles, community members often disclose more than they meant. This book shows how such resistance manifests itself, how researchers can respond to it, and, most importantly, what it all reveals. To do so, *The Interloper* draws insights from diverse stories of resistance and research inquiries—everything from Nazi rocket scientists to Disney union-busters, Harvard professors to those securing cadavers for medical school dissection—to draw attention to field resistance and help analyze it. Offering a window into such research for readers of many disciplines, this book, ultimately, is intended both as a practical and theoretical guide for field researchers. All these stories and more reveal a common truth: When any field researcher tries to gain access to a field, they are sure to meet resistance to their investigations. *The Interloper* brings together all these instances of resistance that he encountered or witnessed, alongside accounts from other published work. The book organizes them around ideal forms of resistance and details their unique implications. Ultimately, *The Interloper* argues that such resistance contains way more analytical possibilities than most interlopers (including field researchers) envision--

benjamin edelman harvard business school: *Beautiful Security* Andy Oram, John Viega, 2009-04-17 Although most people don't give security much attention until their personal or business systems are attacked, this thought-provoking anthology demonstrates that digital security is not only worth thinking about, it's also a fascinating topic. Criminals succeed by exercising enormous creativity, and those defending against them must do the same. *Beautiful Security* explores this challenging subject with insightful essays and analysis on topics that include: The underground economy for personal information: how it works, the relationships among criminals, and some of the new ways they pounce on their prey How social networking, cloud computing, and other popular trends help or hurt our online security How metrics, requirements gathering, design, and law can take security to a higher level The real, little-publicized history of PGP This book includes contributions from: Peiter Mudge Zlatko Jim Stickley Elizabeth Nichols Chenxi Wang Ed Bellis Ben Edelman Phil Zimmermann and Jon Callas Kathy Wang Mark Curphey John McManus James Routh Randy V. Sabett Anton Chuvakin Grant Geyer and Brian Dunphy Peter Wayner Michael Wood and Fernando Francisco All royalties will be donated to the Internet Engineering Task Force (IETF).

benjamin edelman harvard business school: *Sharing Cities* Duncan McLaren, Julian Agyeman, 2015-12-04 How cities can build on the “sharing economy” and smart technology to deliver a “sharing paradigm” that supports justice, solidarity, and sustainability. The future of humanity is urban, and the nature of urban space enables, and necessitates, sharing—of resources, goods and services, experiences. Yet traditional forms of sharing have been undermined in modern cities by social fragmentation and commercialization of the public realm. In *Sharing Cities*, Duncan McLaren and Julian Agyeman argue that the intersection of cities' highly networked physical space with new digital technologies and new mediated forms of sharing offers cities the opportunity to connect smart technology to justice, solidarity, and sustainability. McLaren and Agyeman explore the opportunities and risks for sustainability, solidarity, and justice in the changing nature of sharing. McLaren and Agyeman propose a new “sharing paradigm,” which goes beyond the faddish “sharing economy”—seen in such ventures as Uber and TaskRabbit—to envision models of sharing that are not always commercial but also communal, encouraging trust and collaboration. Detailed case studies of San Francisco, Seoul, Copenhagen, Medellín, Amsterdam, and Bengaluru (formerly Bangalore) contextualize the authors' discussions of collaborative consumption and production; the shared public realm, both physical and virtual; the design of sharing to enhance equity and justice;

and the prospects for scaling up the sharing paradigm through city governance. They show how sharing could shift values and norms, enable civic engagement and political activism, and rebuild a shared urban commons. Their case for sharing and solidarity offers a powerful alternative for urban futures to conventional "race-to-the-bottom" narratives of competition, enclosure, and division.

benjamin edelman harvard business school: The Age of Surveillance Capitalism Shoshana Zuboff, 2019-01-15 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.

benjamin edelman harvard business school: *The Inner Lives of Markets* Ray Fisman, Tim Sullivan, 2016-06-07 America's economic revolution isn't just driven by technology. It's about markets. The past twenty-five years have witnessed a remarkable shift in how we get the stuff we want. If you've ever owned a business, rented an apartment, or shopped online, you've had a front-row seat for this revolution-in-progress. Breakthrough companies like Amazon and Uber have disrupted the old ways and made the economy work better -- all thanks to technology. At least that's how the story of the modern economy is usually told. But in this lucid, wry book, Ray Fisman and Tim Sullivan show that the revolution is bigger than tech: it is really a story about the transformation of markets. From the auction theories that power Google's ad sales algorithms to the models that online retailers use to prevent internet fraud, even the most high-tech modern businesses are empowered by theory first envisioned by economists. And we're all participants in this revolution. Every time you book a room on Airbnb, hire a car on Lyft, or click on an ad, you too are reshaping our social institutions and our lives. *The Inner Lives of Markets* is necessary reading for the modern world: it reveals the blueprint for how we work, live, and shop, and offers wisdom for how to do it better.

benjamin edelman harvard business school: *The Economics of Information Security and Privacy* Rainer Böhme, 2013-11-29 In the late 1990s, researchers began to grasp that the roots of many information security failures can be better explained with the language of economics than by pointing to instances of technical flaws. This led to a thriving new interdisciplinary research field combining economic and engineering insights, measurement approaches and methodologies to ask fundamental questions concerning the viability of a free and open information society. While economics and information security comprise the nucleus of an academic movement that quickly drew the attention of thinktanks, industry, and governments, the field has expanded to surrounding areas such as management of information security, privacy, and, more recently, cybercrime, all studied from an interdisciplinary angle by combining methods from microeconomics, econometrics, qualitative social sciences, behavioral sciences, and experimental economics. This book is structured in four parts, reflecting the main areas: management of information security, economics of information security, economics of privacy, and economics of cybercrime. Each individual

contribution documents, discusses, and advances the state of the art concerning its specific research questions. It will be of value to academics and practitioners in the related fields.

benjamin edelman harvard business school: Finding Wisdom In Brand Tragedies: Managing Threats To Brand Equity Robert J Thomas, 2023-05-24 Brands and branding have deep historical roots. Almost anything or anyone can be branded with a name or mark for commercial or other purposes. The act of branding initiates activities in a brand ecosystem among people and organizations who have a vested interest in the brand's value. Unfortunately, a brand may experience a tragedy that can put its value and equity at risk. Pundits will often conclude there is a primary reason for a specific brand's tragedy, however, studying the situation more deeply can reveal tragic flaws in response to brand-challenging experiences that enhance managerial wisdom. The purpose of the book is to examine the backstories of a selection of relatively well-known brands that have experienced a tragedy. The objective is to inform how and why some brands survived and some did not. Doing so, may help leaders and managers of current brands avoid the miscues that lead to brand tragedies and possibly revive a brand when tragedy strikes. It is a book for those who need to improve their understanding of the vital importance of a brand for organizational success and who want to build and manage their brands to continuously improve value for customers, employees, shareholders, and the well-being of society. While there will be no one right approach or silver bullet to avert or ameliorate a specific tragedy, the better prepared leaders and managers are for a brand tragedy, the greater the likelihood of avoiding one and realizing an expedient and constructive outcome when one occurs.

benjamin edelman harvard business school: Autonomous Vehicle Ethics Ryan Jenkins, David Cerny, Tomas Hribek, 2022 A runaway trolley is speeding down a track So begins what is perhaps the most fecund thought experiment of the past several decades since its invention by Philippa Foot. Since then, moral philosophers have applied the trolley problem as a thought experiment to study many different ethical conflicts - and chief among them is the programming of autonomous vehicles. Nowadays, however, very few philosophers accept that the trolley problem is a perfect analogy for driverless cars or that the situations autonomous vehicles face will resemble the forced choice of the unlucky bystander in the original thought experiment. This book represents a substantial and purposeful effort to move the academic discussion beyond the trolley problem to the broader ethical, legal, and social implications that autonomous vehicles present. There are still urgent questions waiting to be addressed, for example: how AVs might interact with human drivers in mixed or hybrid traffic environments; how AVs might reshape our urban landscapes; what unique security or privacy concerns are raised by AVs as connected devices in the Internet of Things; how the benefits and burdens of this new technology, including mobility, traffic congestion, and pollution, will be distributed throughout society; and more. An attempt to map the landscape of these next-generation questions and to suggest preliminary answers, this volume draws on the disciplines of philosophy, sociology, economics, urban planning and transportation engineering, business ethics and more, and represents a global range of perspectives.

benjamin edelman harvard business school: Jobs and the Labor Force of Tomorrow Michael A. Pagano, 2017-09-11 The new volume in the Urban Agenda series addresses the challenges shaping the development of human capital in metropolitan regions. The articles, products of the 2016 Urban Forum at the University of Illinois at Chicago, engage with the overarching idea that a dynamic metropolitan economy needs a diverse, trained, and available workforce that can adapt to the needs of commerce, industry, government, and the service sector. Authors explore provocative issues like the jobless recovery, migration and immigration, K-12 education preparedness, the urban-oriented gig economy, postsecondary workforce training, and the recruitment and professional development of millennials. Contributors: Xochitl Bada, John Bragelman, Laura Dresser, Rudy Faust, Beth Gutelius, Brad Harrington, Gregory V. Larnell, Twyla T. Blackmond Larnell, and Nik Theodore.

benjamin edelman harvard business school: Handbook of the Sharing Economy Russell W. Belk, Giana M. Eckhardt, Fleura Bardhi, With the radical growth in the ubiquity of digital platforms,

the sharing economy is here to stay. This Handbook explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

benjamin edelman harvard business school: After the Gig Juliet Schor, 2021-07-27

Management & Workplace Culture Book of the Year, 2020 Porchlight Business Book Awards A Publishers Weekly Fall 2020 Big Indie Book The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the “sharing economy” launched a decade ago, proponents claimed that it would transform the experience of work—giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model—a peer-to-peer structure augmented by digital tech—holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

benjamin edelman harvard business school: Who Gets What--and why Alvin E. Roth, 2015 A Nobel laureate reveals the often surprising rules that govern a vast array of activities -- both mundane and life-changing -- in which money may play little or no role. If you've ever sought a job or hired someone, applied to college or guided your child into a good kindergarten, asked someone out on a date or been asked out, you've participated in a kind of market. Most of the study of economics deals with commodity markets, where the price of a good connects sellers and buyers. But what about other kinds of goods, like a spot in the Yale freshman class or a position at Google? This is the territory of matching markets, where sellers and buyers must choose each other, and price isn't the only factor determining who gets what. Alvin E. Roth is one of the world's leading experts on matching markets. He has even designed several of them, including the exchange that places medical students in residencies and the system that increases the number of kidney transplants by better matching donors to patients. In *Who Gets What -- And Why*, Roth reveals the matching markets hidden around us and shows how to recognize a good match and make smarter, more confident decisions.

benjamin edelman harvard business school: A Citizen's Guide to Artificial Intelligence

John Zerilli, 2021-02-23 A concise but informative overview of AI ethics and policy. Artificial intelligence, or AI for short, has generated a staggering amount of hype in the past several years. Is it the game-changer it's been cracked up to be? If so, how is it changing the game? How is it likely to affect us as customers, tenants, aspiring home-owners, students, educators, patients, clients, prison inmates, members of ethnic and sexual minorities, voters in liberal democracies? This book offers a concise overview of moral, political, legal and economic implications of AI. It covers the basics of AI's latest permutation, machine learning, and considers issues including transparency, bias, liability, privacy, and regulation.

benjamin edelman harvard business school: The Airbnb Story Leigh Gallagher, 2017-02-14

“An engrossing story of audacious entrepreneurship and big-industry disruption, [this] is a tale for our times.” —Charles Duhigg, New York Times–bestselling author of *The Power of Habit* An investigative look into a beloved, disruptive, notorious start-up, this is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the globe. Fortune editor Leigh Gallagher presents the first nuanced, in-depth

look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company's young CEO steers into increasingly uncharted waters. "A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption." —Rana Foroohar, Financial Times columnist and CNN global economic analyst

benjamin edelman harvard business school: Matchmakers David S. Evans, Richard Schmalensee, 2016-05-03 A different kind of matchmaker. Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In Matchmakers, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and Matchmakers—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

benjamin edelman harvard business school: HBR's 10 Must Reads on Technology and Strategy Collection (7 Books) Harvard Business Review, Michael E. Porter, Clayton M. Christensen, Rita Gunther McGrath, Thomas H. Davenport, 2020-12-08 Are analytics and technology a strategic part of your business? Artificial intelligence, platforms, algorithms, machine learning. Most business leaders know the value in advanced technologies. But how do you embed them into your business—and make them a key part of your strategy? HBR's 10 Must Reads Technology and Strategy Collection features innovative ideas to help you understand what new technologies offer, decide what business models are best for your business, and move forward with new innovations. Included in this seven-book set are: HBR's 10 Must Reads on AI, Analytics, and the New Machine Age HBR's 10 Must Reads on Business Model Innovation HBR's 10 Must Reads on Platforms and Ecosystems HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Design Thinking HBR's 10 Must Reads on Strategy HBR's 10 Must Reads on Strategy, Vol. 2 The collection includes seventy articles selected by HBR's editors from renowned thought leaders including Clayton M. Christensen, W. Chan Kim, Renee Mauborgne, and Thomas H. Davenport, plus the indispensable article Why Every Company Needs an Augmented Reality Strategy by Michael E. Porter and James E. Heppelmann. With HBR's 10 Must Reads Technology and Strategy Collection, you can bridge the divide between your digital and strategic efforts, and ensure your business is on the cutting edge. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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coerce specific populations and whether these innovations can be appropriated and reimaged for more liberatory ends.

benjamin edelman harvard business school: How Economics Shapes Science Paula Stephan, 2015-09-07 The beauty of science may be pure and eternal, but the practice of science costs money. And scientists, being human, respond to incentives and costs, in money and glory. Choosing a research topic, deciding what papers to write and where to publish them, sticking with a familiar area or going into something new—the payoff may be tenure or a job at a highly ranked university or a prestigious award or a bump in salary. The risk may be not getting any of that. At a time when science is seen as an engine of economic growth, Paula Stephan brings a keen understanding of the ongoing cost-benefit calculations made by individuals and institutions as they compete for resources and reputation. She shows how universities offload risks by increasing the percentage of non-tenure-track faculty, requiring tenured faculty to pay salaries from outside grants, and staffing labs with foreign workers on temporary visas. With funding tight, investigators pursue safe projects rather than less fundable ones with uncertain but potentially path-breaking outcomes. Career prospects in science are increasingly dismal for the young because of ever-lengthening apprenticeships, scarcity of permanent academic positions, and the difficulty of getting funded. Vivid, thorough, and bold, *How Economics Shapes Science* highlights the growing gap between the haves and have-nots—especially the vast imbalance between the biomedical sciences and physics/engineering—and offers a persuasive vision of a more productive, more creative research system that would lead and benefit the world.

benjamin edelman harvard business school: Crowded Out Nora Kenworthy, 2024-05-21 An eye-opening investigation into charitable crowdfunding for healthcare in the United States—and the consequences of allowing health care access to be decided by the digital crowd. Over the past decade, charitable crowdfunding has exploded in popularity across the globe. Sites such as GoFundMe, which now boasts a “global community of over 100 million” users, have transformed the ways we seek and offer help. When faced with crises—especially medical ones—Americans are turning to online platforms that promise to connect them to the charity of the crowd. What does this new phenomenon reveal about the changing ways we seek and provide healthcare? In *Crowded Out*, Nora Kenworthy examines how charitable crowdfunding so quickly overtook public life, where it is taking us, and who gets left behind by this new platformed economy. Although crowdfunding has become ubiquitous in our lives, it is often misunderstood: rather than a friendly free market “powered by the kindness” of strangers, crowdfunding is powerfully reinforcing inequalities and changing the way Americans think about and access healthcare. Drawing on extensive research and rich storytelling, *Crowded Out* demonstrates how crowdfunding for health is fueled by—and further reinforces—financial and moral “toxicities” in market-based healthcare systems. It offers a unique and distressing look beneath the surface of some of the most popular charitable platforms and helps to foster thoughtful discussions of how we can better respond to healthcare crises both small and large.

benjamin edelman harvard business school: **Impact and Policy Implications of Spyware on Consumers and Businesses** United States. Congress. Senate. Committee on Commerce, Science, and Transportation, 2012

benjamin edelman harvard business school: *The Handbook of Market Design* Nir Vulkan, Alvin E. Roth, Zvika Neeman, 2013-08-29 Economists often look at markets as given, and try to make predictions about who will do what and what will happen in these markets. Market design, by contrast, does not take markets as given; instead, it combines insights from economic and game theory together with common sense and lessons learned from empirical work and experimental analysis to aid in the design and implementation of actual markets. In recent years the field has grown dramatically, partially because of the successful wave of spectrum auctions in the US and in Europe, which have been designed by a number of prominent economists, and partially because of the increase use of the Internet as the platform over which markets are designed and run. There is now a large number of applications and a growing theoretical literature. *The Handbook of Market*

Design brings together the latest research from leading experts to provide a comprehensive description of applied market design over the last two decades. In particular, it surveys matching markets: environments where there is a need to match large two-sided populations to one another, such as medical residents and hospitals, law clerks and judges, or patients and kidney donors. It also examines a number of applications related to electronic markets, e-commerce, and the effect of the Internet on competition between exchanges.

benjamin edelman harvard business school: Rhetorics of Whiteness Tammie M Kennedy, Joyce Irene Middleton, Krista Ratcliffe, 2016-12-21 Winner, CCCC Outstanding Book Award in the Edited Collection Category, 2018 With the election of our first black president, many Americans began to argue that we had finally ended racism, claiming that we now live in a postracial era. Yet near-daily news reports regularly invoke white as a demographic category and recount instances of racialized violence as well as an increased sensitivity to expressions of racial unrest. Clearly, American society isn't as color-blind as people would like to believe. In *Rhetorics of Whiteness: Postracial Hauntings in Popular Culture, Social Media, and Education*, contributors reveal how identifications with racialized whiteness continue to manifest themselves in American culture. The sixteen essays that comprise this collection not only render visible how racialized whiteness infiltrates new twenty-first-century discourses and material spaces but also offer critical tactics for disrupting this normative whiteness. Specifically, contributors examine popular culture (novels, films, TV), social media (YouTube, eHarmony, Facebook), education (state law, the textbook industry, dual credit programs), pedagogy (tactics for teaching via narratives, emotional literacy, and mindfulness) as well as cultural theories (concepts of racialized space, anti-dialogicism, and color blindness). Offering new approaches to understanding racialized whiteness, this volume emphasizes the importance of a rhetorical lens for employing whiteness studies' theories and methods to identify, analyze, interpret, and interrupt representations of whiteness. Although whiteness studies has been waning as an active research field for the past decade, the contributors to *Rhetorics of Whiteness* assert that it hasn't lost its relevancy because racialized whiteness and issues of systemic racism persist in American society and culture today. Few whiteness studies texts have been published in rhetoric and composition in the past decade, so this collection should quickly become mandatory reading. By focusing on common, yet often overlooked, contemporary examples of how racialized whiteness haunts U.S. society, *Rhetorics of Whiteness* serves as a valuable text for scholars in the field as well as anyone else interested in the topic.

benjamin edelman harvard business school: Digital Environments Urte Undine Frömming, Steffen Köhn, Samantha Fox, Mike Terry, 2017-03-31 Digital technology permeates the physical world. Social media and virtual reality, accessed via internet capable devices - computers, smartphones, tablets and wearables - affect nearly all aspects of social life. The contributions to this volume apply innovative forms of ethnographic research to the digital realm. They examine the emergence of new forms of digital life, such as political participation through comments on East Greenlandic news blogs, the personal use of video broadcasting applications, the rise of transnational migrant networks facilitated by social media, or the effects of Facebook, Twitter, and Instagram on global conflicts.

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Their Impact on American Consumers United States. Congress. Senate. Committee on Commerce, Science, and Transportation, 2010

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benjamin edelman harvard business school: Global Goliaths James R. Hines, 2021-04-20 How multinationals contribute, or don't, to global prosperity Globalization and multinational corporations have long seemed partners in the enterprise of economic growth: globalization-led prosperity was the goal, and giant corporations spanning the globe would help achieve it. In recent years, however, the notion that all economies, both developed and developing, can prosper from globalization has been called into question by political figures and has fueled a populist backlash around the world against globalization and the corporations that made it possible. In an effort to elevate the sometimes contentious public debate over the conduct and operation of multinational corporations, this edited volume examines key questions about their role, both in their home countries and in the rest of the world where they do business. Is their multinational nature an essential driver of their profits? Do U.S. and European multinationals contribute to home country employment? Do multinational firms exploit foreign workers? How do multinationals influence foreign policy? How will the rise of the digital economy and digital trade in services affect multinationals? In addressing these and similar questions, the book also examines the role that multinational corporations play in the outcomes that policymakers care about most: economic growth, jobs, inequality, and tax fairness.

benjamin edelman harvard business school: *Hustle and Gig* Alexandra J. Ravenelle, 2019-03-12 Choose your hours, choose your work, be your own boss, control your own income. Welcome to the sharing economy, a nebulous collection of online platforms and apps that promise to transcend capitalism. Supporters argue that the gig economy will reverse economic inequality, enhance worker rights, and bring entrepreneurship to the masses. But does it? In *Hustle and Gig*, Alexandra J. Ravenelle shares the personal stories of nearly eighty predominantly millennial workers from Airbnb, Uber, TaskRabbit, and Kitchensurfing. Their stories underline the volatility of working in the gig economy: the autonomy these young workers expected has been usurped by the

need to maintain algorithm-approved acceptance and response rates. The sharing economy upends generations of workplace protections such as worker safety; workplace protections around discrimination and sexual harassment; the right to unionize; and the right to redress for injuries. Discerning three types of gig economy workers—Success Stories, who have used the gig economy to create the life they want; Strugglers, who can't make ends meet; and Strivers, who have stable jobs and use the sharing economy for extra cash—Ravenelle examines the costs, benefits, and societal impact of this new economic movement. Poignant and evocative, *Hustle and Gig* exposes how the gig economy is the millennial's version of minimum-wage precarious work.

benjamin edelman harvard business school: *American Dreams, American Nightmares* Daniel Horowitz, 2022-11-22 Two decades punctuated by the financial crisis of the Great Recession and the public health crisis of COVID-19 have powerfully reshaped housing in America. By integrating social, economic, intellectual, and cultural histories, this illuminating work shows how powerful forces have both reflected and catalyzed shifts in the way Americans conceptualize what a house is for, in an era that has laid bare the larger structures and inequities of the economy. Daniel Horowitz casts an expansive net over a wide range of materials and sources. He shows how journalists and anthropologists have explored the impact of global economic forces on housing while filmmakers have depicted the home as a theater where danger lurks as elites gamble with the fates of the less fortunate. Real estate workshops and popular TV networks like HGTV teach home buyers how to flip—or flop—while online platforms like Airbnb make it possible to play house in someone else's home. And as the COVID pandemic took hold, many who had never imagined living out every moment at home found themselves cocooned there thanks to corporations like Amazon, Zoom, and Netflix.

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