62 Strategy and Your Stronger Hand
Geoffrey A. Moore

There are two dominating business models in the world. Knowing what they are—and which one your company follows—will guide you toward the right strategic moves.

74 Marketing Malpractice: The Cause and the Cure
Clayton M. Christensen, Scott Cook, and Teddy Hail

Markets are simple when you look at them from the point of view of your customers. They have a job to do. You have a product or service. Does it do the job they need to get done?

86 Managing Authenticity: The Paradox of Great Leadership
Rob Goffee and Gareth Jones

No senior executive can become authentic by looking into a mirror and saying, "I am authentic." Authenticity is largely defined by what other people see in you and, as such, can be a great extent controlled by you. Here’s how to manage it and make yourself more effective as a leader.

98 Regional Strategies for Global Leadership
Pankaj Ghemawat

Successful border-crossing companies often apply a regionally oriented strategy in addition to—or even instead of—a global one. Five approaches can help global companies create value in a highly regionalized world.

110 "A Players" or "A Positions"? The Strategic Logic of Workforce Management
Mark A. Huselid, Richard W. Beatty, and Brian E. Becker

What good is an "A player" in a bit part? Rather than focus on the players, you should identify the critical jobs, then invest heavily in those positions and make sure the right people star in the most important roles.

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