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72 The Why, What, and How of Management Innovation
Gary Hamel
Are you a management innovator? How can you become one? And why does it matter? Gary Hamel offers answers to these questions and gives leaders tools for creating management innovations that provide greater competitive advantage than product or process innovations.

88 The Great Intimidators
Roderick M. Kramer
These leaders are rough, loud, and in your face. They trample on people’s feelings and set impossible standards. So what’s the draw? Deep insight into human motivation and organizational behavior, and an ability to lead change when there’s tremendous resistance or inertia.

98 Defeating Feature Fatigue
Roland T. Rust, Deborah Viani Thompson, and Rebecca W. Hamilton
Consumers know that products loaded with features can be frustrating to use. But in the size, they choose the models with the most bells and whistles. What should manufacturers do?

110 The Seasoned Executive’s Decision-Making Style
Kenneth R. Broussseau, Michael J. Driver, Gary Hourihan, and Rikard Larsson
Top executives approach decision-making in a way that is nearly opposite that of first-level supervisors, new research shows. Failing to develop new decision skills can stymie your career.

122 Rediscovering Market Segmentation
Daniel Yankelovich and David Meer
Market segmentation was thought to be one of the most powerful weapons in a company’s strategic arsenal. Wrenched from the clutches of advertising and psychographics, it still can be. Here’s how.