Features

58 Leadership's Online Labs
Byron Reeves, Thomas W. Malone, and Tony O'Leary

Moving beyond the game of business about keeping teams of geographically dispersed people synchronized and aligned. Organizations are learning to leverage online tools to develop and refine leadership skills that today's high-value business environment demands.

60 Rebuilding the R&D Engine in Big Pharma
Jean-Pierre Garnier

Some believe that large pharmaceutical companies are about to be replaced by the virtual-worlds sector. Not so, says the CEO of GlaxoSmithKline. But to survive over the next decade, biotech companies need to put a virtual world at the heart of operations.

78 When Winning Is Everything
Debopriya Mukherjee, Elizabeth Ke, and J.J. Keith-Munaghan

Many high-stakes business mistakes are the result of an organization's willingness to make decisions that don't lead to winning. Learn what causes the win-not-win mindset, when it is most likely to occur, and what can be done to prevent or reverse it.

90 How to Sell Services More Profitably
Werner Nygren and Wolfgang Ulbig

The winning model: in the early days, every product has become commoditized, driving prices down. But there are signs in the high-growth markets of corporate buying that the hard way. I outline four strategies to help you succeed in creating a service-driven business model.

98 Strategy as a Wicked Problem
John C. Donahue

Real strategy issues aren't just tough or persistent. They are "wicked": not so much that they can't be solved. They can be resolved, however, with the right approach.