SPOTLIGHT

DO ENTREPRENEURS NEED A STRATEGY?

43

44 ENTREPRENEURSHIP
STRATEGY FOR START-UPS
First answer two questions; then explore four paths.
Joshua Gans, Erin L. Scott, and Scott Stern

52 COUNTERPOINT
IT'S NOT ABOUT THE FRAMEWORK
What many business schools teach has little to do with entrepreneurial success.
Carl Schramm

55 ROUNDTABLE
"CREATE SOMETHING AND START SELLING IT"
A conversation with Niraj Shah, Bijan Sabet, and Jennifer Lum
Daniel McGinn and Walter Frick

JOIN US ON SOCIAL MEDIA
WWW.HBR.ORG
TWITTER @hbr, @HarvardBiz
FACEBOOK HBR, Harvard Business Review
LINKEDIN Harvard Business Review
INSTAGRAM harvard_business_review

CONTACT HBR
PHONE 800.988.0886
EMAIL customerservice@hbr.org
editors@hbr.org
designers@hbr.org
publishers@hbr.org
Features

Managing Yourself
The Surprising Power of Questions
It goes far beyond exchanging information.
Alison Wood Brooks
and Leslie K. John

Managing Organizations
Structure That’s Not Stifling
How to give your people essential direction—without shutting them down
Ranjay Gulati

Marketing
Marketing in the Age of Alexa
AI assistants will transform how companies and customers connect.
Niraj Dawar
and Neil Bendle

Operations
Agile at Scale
How to go from a few teams to hundreds
Darrell K. Rigby,
Jeff Sutherland,
and Andy Noble

Leadership
How Successful CEOs Manage Their Middle Act
A strong start takes you only so far.
Rodney Zemmel,
Matt Cuddihy,
and Dennis Carey

Managing People
Talent Management and the Dual-Career Couple
Rigid tours of duty are the wrong approach to development.
Jennifer Petriglieri

Diversity
What Most People Get Wrong About Men and Women
Research shows the sexes aren’t so different.
Catherine H. Tinsley
and Robin J. Ely

Managing Organizations
Layoffs That Don’t Break Your Company
Better approaches to workforce transitions
Sandra J. Sucher
and Shalene Gupta

Risk Management
Managing 21st-Century Political Risk
Today’s threats are more complicated, but the remedies don’t have to be.
Condoleezza Rice
and Amy Zegart