FROM THE EDITOR
Can You Be Too Creative?
Companies can become overwhelmed by too much choice, too much inventory, too much hassle. To identify the point where the costs of complexity exceed the benefits of innovation, go back to the beginning and recreate events, one by one, until you see where profits take a dive.

FORETHOUGHT
Why passivity cuts off oxygen to corporate coherence... Hiding in there when quick CEO turns over is the norm... A plea for linear thought... Boost performance by hiring workers clean house... It may be smarter to work around a trade barrier than to fight it... How investors and directors weathered the storm at Shell... Clock and DAGGER types are after your valuables... Centralize travel and transportation to reduce costs and stress... The benefits of executive blogging... The burgeoning market for remote patient monitoring and chronic disease care.

HBR CASE STUDY
Riding the Celtic Tiger
Eilen Roche
An excuse in Dublin has been suffixed a fantastic promotion at his company's headquarters — in California. Should he take the job and uproot his family? Or should he have faith that the Irish economy will stay strong?

DIFFERENT VOICE
Are You Working Too Hard?
A Conversation with Mind/Body Researcher Herbert Benson
Stress can slow you to do your best or wear down the body and the mind. You can harness the power of stress to avoid its dangers and to propel you and your team to a new level of performance.

STRATEGIC HUMOR

TOOL KIT
Scanning the Periphery
George S. Day and Paul J.H. Schoemaker
Major threats to a company's business often start as weak signals on the periphery of an industry. Use this new framework to sharpen your peripheral vision and to answer the question, 'What don't we know that might matter?'

BEST PRACTICE
Defensive Marketing: How a Strong Incumbent Can Protect Its Position
John H. Roberts
Facing deregulation, the Australian telephone company Telstra developed a marketing strategy that blunted the attack of a potentially powerful new rival — and proved that marketing isn't just a tool for growth.

LETTERS TO THE EDITOR
Afternoon reviews work because soldiers act immediately on lessons learned — which is impossible in business. Also, a tribute to former HBR editor Kenneth Andrews.

DIFFERENT STROKES
Panel Discussion
Don Meyer
Managers forget that some employees are motivated less by money than by the satisfaction of solving tough problems...

COMPANY INDEX
HBR now includes an index of authors' affiliations and organizations mentioned in articles.

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