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No.	Title	Author	Subject
Case 1	Growing a Company by Retaining Top Talent	Lane, Ray	Incentives in industry
Case 2	The Entrepreneurial Process: How to Make Your Dreams A Reality	Yesil, Magdalena	Entrepreneurship
Case 3	The Networked Generation	Chambers, John	Intranets (Computer networks)
Case 4	Creative Thinking: Breaking New Ground for Creating Innovative Business Solutions	Curtin, Lynda	Business
Case 5	Implementing Strategy: Managing Through Organizational Culture	Chatman, Jennifer	Planning
Case 6	Strengthening Customer Loyalty Through Efficient Customer Service	Anderson, Alan K.	Customer service
Case 7	Customer-Share Marketing on the Web	Krause, Steve	Electronic commerce
Case 8	Re-engineering the Human System	Cryer, Bruce	Organizational effectiveness
Case 9	Mergers and Acquisitions: Determining Winners and Losers	Lys, Thomas	Consolidation and merger of corporations
Case 10	Mobilizing Commitment in Your Organization	Kenny, Jennifer	Industrial mobilization

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Case 11	Frontiers of Excellence: Lessons from Organizations that Put People First	Waterman, Robert H.	Industrial management
Case 12	Managing Change	Bartz, Carol	Organizational change
Case 13	Supply Chain Management in the Internet Age	Murray, Laura	Business logistics
Case 14	How to build a brand	Kilcullen, John	Brand name products
Case 15	Structuring Strategic Alliances	Shavers, Cheryl L.	Strategic alliances (Business)
Case 16	How to Drive Your Competition Crazy	Kawasaki, Guy	Industrial management
Case 17	The Communications Revolution	Gates, Bill	Information technology
Case 18	The Mastery of Speaking as a Leader	Pearce, Terry	Communication in management
Case 19	The Search for Life after Planning: How to Build Strategies that Get Implemented	Berthold, John R.	Business planning
Case 20	The Power of Persuasion	Cialdini, Robert B.	Communication in management



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Case 21	Zero Time: Learning to Respond Instantly	Pearlson, Keri	Customer relations
Case 22	The Knowing Doing Gap: How Smart Firms Turn Knowledge Into Action	Sutton, Robert I.	Knowledge management
Case 23	Coaching A Winning Team	VanDerveer, Tara	Teamwork (Sports)
Case 24	The Changing Landscape in Technology	McNealy, Scott	Information technology
Case 25	Corporate Legends and Lore: The Power of Storytelling as a Management Tool	Neuhauser, Peg	Communication in management
Case 26	Creativity In Business	Ray, Michael L.	Creative ability in business
Case 27	Managing the Threat of Disruptive Technology	Clayton Christense	Technological innovations
Case 28	Competing on the Edge: Strategy as Structured Chaos	Eisenhardt, Kathleen	Strategic planning
Case 29	Creating You & Company: Learning to Thrive Like the CEO of Your Own Career	Bridges, William	Career development
Case 30	Creating the Future	Hamel, Gary	Business planning

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Case 31	Dealing with Crisis and Transition	O'Reilly, Charles	Conflict management
Case 32	Focus Your Business: Strategic Planning in Emerging Companies	Brandt, Steven C.	Strategic planning
Case 33	Death by Growth: The Paradox of Capacity	Meyer, Christopher	Organizational change
Case 34	Visionary Companies	Porras, Jerry I.	Efficient Organization
Case 35	How Leaders Boost Productivity	Zenger, John H.	Labor productivity
Case 36	How Great Companies Achieve Great Results with Ordinary People	Sutton, Karen	Industrial management
Case 37	The Value of Information	Bloom, Gary	Information technology
Case 38	Using the Internet to Build Relationships and Simplify Business	Dell, Michael	Internet marketing
Case 39	Managing Communication in a Multicultural World	Baugh, John	Communication in management



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Case 41	Merging, Restructuring, Partnering	Neuhauser, Peg	Consolidation and merger of corporations
Case 42	Negotiation as Decision Making	Neale, Margaret	Negotiation in business
Case 43	Numbers Do Lie: Leading a Measurement Revolution	Meyer, Christopher	Commercial statistics
Case 44	Pure Confidence in a Connected World	Thompson, John W.	Internet
Case 45	On Preventing Burnout in Your Organization	Maslach, Christina	Burn out (Psychology)
Case 46	Leadership in an Age of Creative Destruction	Saffo, Paul	Technological innovations
Case 47	The Future of E-business	Naumann, Alan	Electronic commerce
Case 48	Leadership in a Wired Word	Sanders, Tim	Success in business
Case 49	How Debt Makes Companies Perform Better	Parker, George G.	Corporations

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Case 50	Going Global: A Case Study	Cranston, Mary B.	Organizational change
Case 51	Getting Results in the Face of Rapid Change	Cryer, Bruce	Organizational effectiveness
Case 52	Building Retail Brands to Drive Value	Jackson, Jeanne	Brand name products
Case 53	Rules for Revolutionaries	Marca, Paul	Success in business
Case 54	Virtue in Business	Lopker, Pamela	Business ethics
Case 55	Winners (don't) Take All	Neale, Margaret	Negotiation
Case 56	How People Use Difference to Inspire Change at Work	Meyerson, Debra	Organizational change
Case 57	Race, Ethnicity, and Demographic Change	Fraga, Luis Ricardo	Diversity in the workplace
Case 58	People-first management	Amos, Daniel P.	Personnel management
Case 59	Organizing Your Business Around the Customer	Roger Siboni	Customer services



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Case 60	Value-based leadership	Howard, Ronald	Value
Case 61	Building effective and efficient personal networks	Baron, James	Business networks
Case 62	How great decisions get made	Curley, Gordon	Group decision making
Case 63	Finding untapped growth in existing markets	Hollingshead, James	Marketing research
Case 64	Hard facts, dangerous half-truths, and total nonse	Sutton, Robert I.	Industrial management
Case 65	The power of paranoia	Gurley, Gordon	Organizational behavior
Case 66	Judo strategy	Yoffie, David B.	Strategic planning
Case 67	Strategies for selling	Gurley, Gordon	Selling
Case 68	Innovation management and incentives design	Davila, Antonio	Industrial management
Case 69	Leadership aikido	O'Neil, John R.	Leadership

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Case 70	Fear of feedback	Jackman, Jay	Employees
Case 71	Life lessons from the playing fields	Gurley, Gordon	Employee motivation
Case 72	The adaptive organization	Roi, Richard	Organizational change
Case 73	Change management and strategic planning	Katz, Roberta R.	Strategic planning
Case 74	Love them or hate them?	Meyer, Christopher	Teams in the workplace
Case 75	The psychology of power	Gruenfeld, Deborah H.	Control (Psychology)
Case 76	Skills, techniques and strategies for effective negotiations	Cleary, Patrick J.	Negotiation in business
Case 77	Red queen competition	Gurley, Gordon	Competition
Case 78	Building a feedback positive organization	Bradford, David L.	Communication in organizations
Case 79	The people side of great business	Sartain, Libby	Personnel management



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Case 80	Doing well and doing good	Swartz, Jeffrey	Social responsibility of business
Case 81	A leader's legacy	Posner, Barry Z.	Leadership
Case 82	The idea of marketing in the real-time, total access marketplace	McKenna, Regis	Internet marketing
Case 83	Don't just set prices	Nagle, Thomas T.	Pricing
Case 84	Leading by example	Sutton, Karen	Leadership
Case 85	Built to change	Quijano, Mauricio	Organizational change
Case 86	How to make your ideas stick	Heath, Chip	Communication in organizations
Case 87	Competitiveness and the future of the high-tech industry	Baker, Betty	Competitiveness
Case 88	Mergers and acquisitions	Gupta, Ram	Consolidation and merger of corporations
Case 89	Nurturing innovation	Zemenek, Danny	Technological innovations

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Case 90	Building the market-focused culture	Rao, Hayagreeva	Marketing
Case 91	Overcoming barriers to strategic change	Phills, Jim	Communication in management
Case 92	Collaborative entrepreneurship	Miles, Raymond	Strategic alliances (Business)
Case 93	Opportunity and threat of disruptive technologies	Marca, Paul.	Organizational effectiveness