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THE BIG IDEA

The Next Scientific Revolution

Powerful new computer tools can now “mash up” vast amounts of data from many sources, pore through the information, and unearth correlations that lead to breakthrough insights. It just might be the dawn of a new age of scientific discovery.

Tony Hey

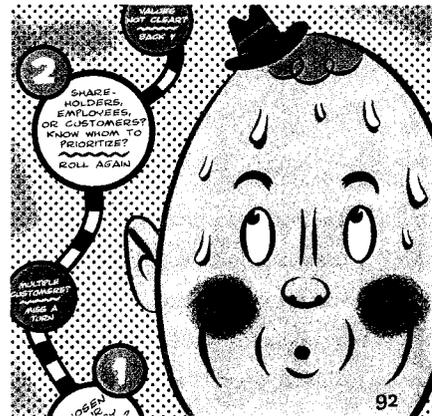


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Stress-Test Your Strategy: The 7 Questions to Ask

Master this list, and you'll keep your strategy execution on track. *Robert Simons*



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Finding Competitive Advantage in Adversity

The entrepreneurs and innovators who make the most of a tough business climate exploit four counterintuitive domains of opportunity. *Bhaskar Chakravorti*



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Winning in the Green Frenzy

Engage in your industry's debate about sustainability now, or risk being assessed against standards you can't meet. *Gregory Unruh and Richard Ettenson*



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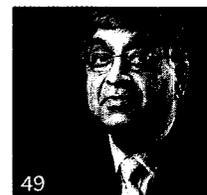
Rohm and Haas's Former CEO On Pulling Off a Sweet Deal In a Down Market

Dow Chemical was all set to buy Rohm and Haas for \$18 billion—and then the market plunged. *Raj Gupta*

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How to Conquer New Markets with Old Skills

What the surprising success of Spain's global giants can teach us. *Mauro F. Guillén and Esteban García-Canal*



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SLIDE SHOW
Classic moments in buck-passing history at hbr.org/slideshows/buck-passing

How did Gupta keep the deal alive?



**HBR.ORG
OLIVER SACKS**
Read the extended interview at hbr.org/sacks.

BEST PRACTICES
Learn how to bounce back from a negative 360-degree review at blogs.hbr.org/best-practices.



When outsiders are hired to lead healthy, growing companies, they underperform.”
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What is both scarce and in demand? Things that are difficult.



\$14M
average value generated by any public appearance



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