

Harvard
Business
Review

The Breakthrough
Issue for 2010
Managing Alliances with
the Balanced Scorecard
The Ways to Build
a High-Performing
Team



Reinvent
YOUR COMPANY YOUR STRATEGY
YOUR MARKETING YOUR CAREER

Contents

About the Artist

The artist featured throughout our Spotlight on Reinvention in this issue, Michel de Broin, is a native of Montreal who lives and works in Canada and Europe. He created the sphere, made from 72 chairs, on the cover.

His sculptural projects are known for their playful inventiveness and incorporate a diverse range of materials, such as paving asphalt, metal staircases, Plasticine, and office furniture, transforming the everyday into the extraordinary.

In 2007, he won the Sobey Art Award, Canada's pre-eminent award for contemporary art, which is given annually to a Canadian artist under 40.



SPOTLIGHT ON REINVENTION *Ideas for transforming your company and your career*

67

- 68 Accelerating Corporate Transformations (Don't Lose Your Nerve!)** The most successful change efforts are bold and fast. Keep up your momentum by avoiding six common mistakes. *Robert H. Miles*
- 76 Strategy Tools for a Shifting Landscape** Reinvent how you develop strategy by writing a script to describe the characters, roles, and plots in your business. A three-step process can get you started. *Michael G. Jacobides*
- 86 How to Bounce Back from Adversity** People who survive setbacks have one thing in common: resilience. Here's how you can strengthen yours. *Joshua D. Margolis and Paul G. Stoltz*
- 94 Rethinking Marketing** In the new interactive world, companies need to shift their focus from building brands to cultivating relationships. *Roland T. Rust, Christine Moorman, and Gaurav Bhalla*
- 102 Wanted: A First National Bank of Innovation** The current financial system chokes off funds for innovation. Nobel laureate Edmund S. Phelps and strategy adviser Leo M. Tilman propose a new institution that would reroute capital to entrepreneurial projects and restore U.S. dynamism.

ABOVE
Michel de Broin,
Révolutions,
2003, Aluminum,
5 x 5 x 8.5 m
Maisonneuve-Cartier
Park, Montreal

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company and
yourself. [hbr.org/
reinvention](http://hbr.org/reinvention)

Features January–February 2010

41

THE HBR LIST Breakthrough Ideas for 2010

44 What motivates workers most 45 Technology that can revolutionize health care
 46 A fix for the financial sector 48 Unleashing innovation in drugs 50 Bonds for green
 buildings 52 A faster path from lab to market 53 Benevolent hacking 54 Spotting
 bubbles on the rise 55 Creating more Hong Kongs 57 Independent diplomacy

THE BIG IDEA

58

The Age of Customer Capitalism

The idea that the highest goal of corporations is to maximize shareholders' wealth is deeply flawed. That goal is impossible to sustain, and it's time companies abandoned it and made customers their new priority. *Roger Martin*



104

The Best-Performing CEOs in the World

The real test of leadership is how a company performs over a CEO's entire tenure. These 50 chief execs earn high marks for delivering extraordinary results over the long term. *Morten T. Hansen, Herminia Ibarra, and Urs Peyer*

104
50
 world-class
 chief executives

TOP 100 CEOs
 A more complete list, plus additional insights from the authors
hbr.org/top-ceos



114

Managing Alliances with the Balanced Scorecard

How Solvay Pharmaceuticals and Quintiles used the balanced scorecard management system and a strategy map to make their partnership a rousing success. *Robert S. Kaplan, David P. Norton, and Bjarne Rugelsjoen*

**125 THE GLOBE**
The Promise and Peril of Russia's Resurgent State

There's money to be made as the Russian economy recovers, but CEOs must understand the state's priorities in order to craft an effective strategy. *Rawi Abdelal*

131 HOW I DID IT
Aflac's CEO Explains How He Fell for the Duck

In the late 1990s, Aflac's name recognition was below 10%. Today it's above 90%. Credit goes to the duck. *Daniel P. Amos*



RUSSIA
 Prime minister Vladimir Putin, right, on a visit to Gazprom with CEO Alexey Miller