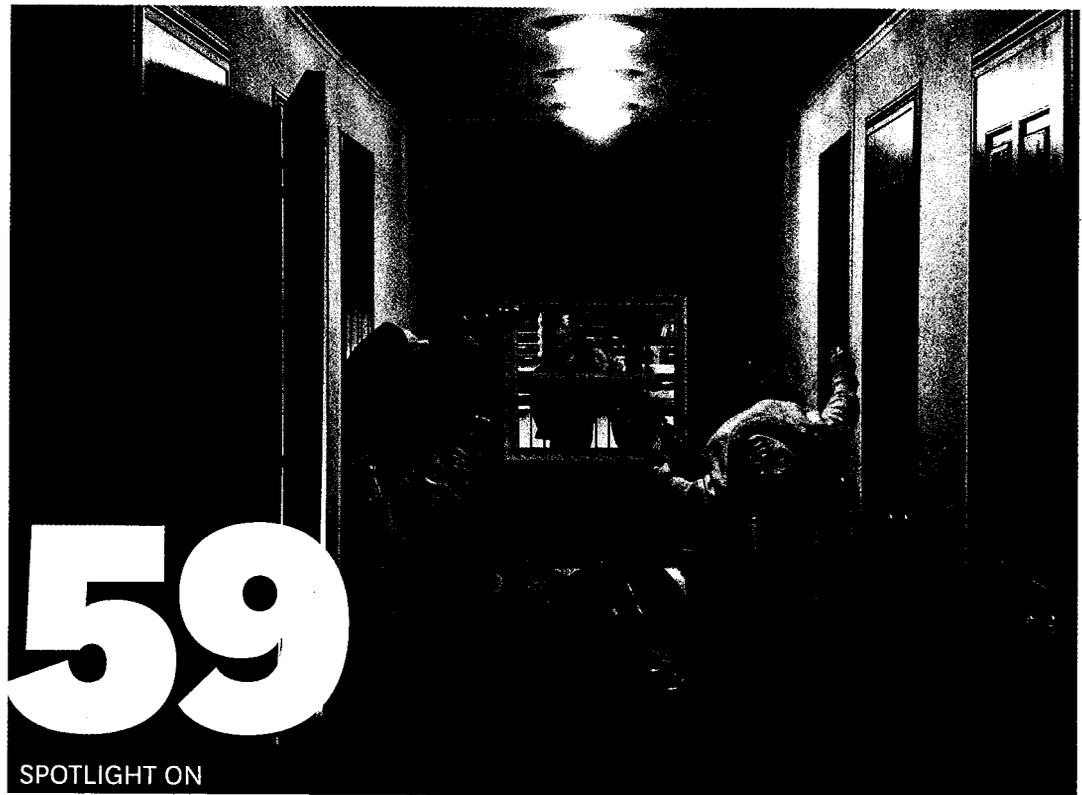


Contents

About the Spotlight Artist

Leandro Erlich was born in Buenos Aires in 1973. At age 20, he won a grant from the Antorchas Foundation to take an advanced sculpture and installation workshop under the direction of Luis F. Benedit and Pablo Suárez. He went on to present solo exhibitions in New York and Europe and to display installations in museums and private collections. Erlich lives and works in Paris and Buenos Aires.

Erlich's work respects reality while asking viewers to thoughtfully reconsider it. In one installation, a life-size photo of a building becomes a façade when backlit, and a giant mirror at a 45-degree angle gives the impression that the participants posing beneath are falling from its windows. We are helpless observers at first, but in seconds it becomes obvious that the effect is an illusion.



SPOTLIGHT ON

60 The New Path to the C-Suite The requirements for the top jobs have changed; today much more is expected from the executive team. If you want to make it into the highest ranks of leadership, here's what you need to know. *Boris Groysberg, L. Kevin Kelly, and Bryan MacDonald*

70 Developing Your Global Know-How Top human resources executives at four multinationals—Siemens, CEMEX, Walmart, and Samsung—discuss expatriate assignments: managing them, preparing employees to succeed in them, and adapting them for a changing world. *Interviews with Siegfried Russwurm, Luis Hernández, Susan Chambers, and Keumyong Chung*

78 Reinventing Your Personal Brand Five key steps to rebranding yourself in the business marketplace *Dorie Clark*

ABOVE

**Leandro Erlich
La Torre**, 2007
metal structure,
wood, mirror, glass
11.5 x 29.5 x 9.84 feet
Installation at Museo
Nacional Centro
de Arte Reina Sofía,
Madrid

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the Next Big
Job at [hbr.org/
spotlight/big-job](http://hbr.org/spotlight/big-job)

48

THE BIG IDEA

The New M&A Playbook

Learn the difference between deals that boost performance and those that transform your growth prospects.

Clayton M. Christensen, Richard Alton, Curtis Rising, and Andrew Waldeck

84

Capitalism for the Long Term

McKinsey's global managing director says business leaders must take the initiative in reforming the system. *Dominic Barton*

92

THE HBR INTERVIEW

How eBay Developed A Culture of Experimentation

Mobile-savvy innovations at eBay enable it to keep up with enormous changes in consumer behavior. *An interview with CEO John Donahoe by Adi Ignatius*

98

A Step-by-Step Guide to Smart Business Experiments

Companies that embrace a test-and-learn approach are more apt to find the golden tickets that drive growth. *Eric T. Anderson and Duncan Simester*

43 HOW I DID IT

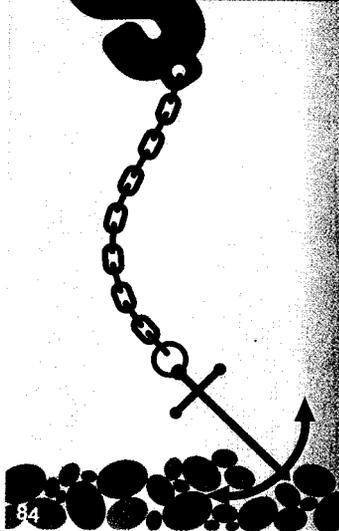
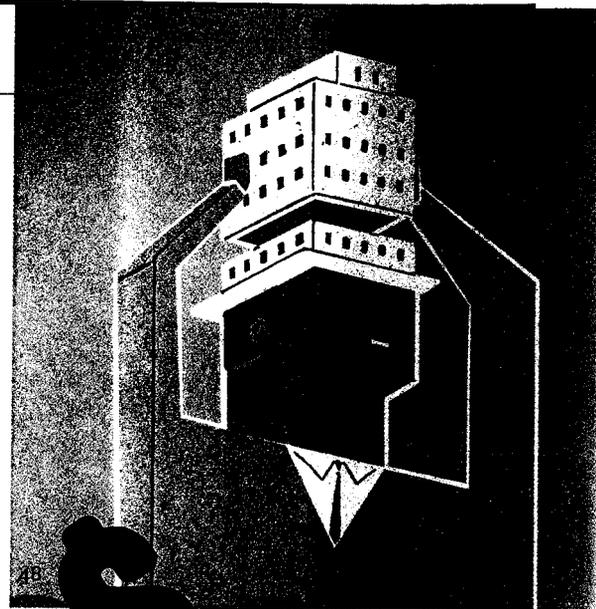
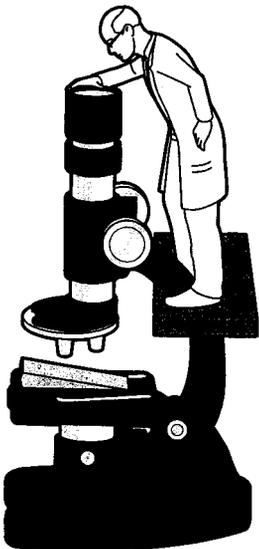
The CEO of Aramex on Turning a Failed Sale into A Huge Opportunity

About a decade after Ghandour offered to sell 50% of his company for \$100,000, the originally uninterested buyer paid \$2 million for only 9% of it. *Fadi Ghandour*

107 THE GLOBE

Is the Bottom of the Pyramid Really for You?

Tackling the world's most challenging market is not for every company—but some innovative businesses are finding ways to serve low-income consumers profitably. *Ashish Karamchandani, Mike Kubzansky, and Nishant Lalwani*



IDEACAST
JOHN DONAHOE
Hear Adi Ignatius interview the eBay CEO at blogs.hbr.org/ideacast



Despite the hype, profits at the low end of the market are elusive.

Departments March 2011

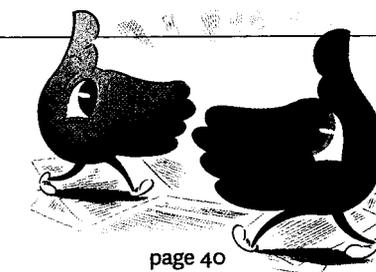
14 From the Editor
20 Interaction
25 Idea Watch

25 FIRST**The Battle for China's Talent**

How Western multinationals can regain their edge as employers of choice. **PLUS** The need to respond more quickly to online sales leads, and how to onshore your IT service work

32 DEFEND YOUR RESEARCH**Experts Are More Persuasive When They're Less Certain**

Why tentative professional opinions can be more compelling than confident ones



page 40

34 VISION STATEMENT**Locating Your Next Strategic Opportunity**

Semantic clustering analysis can help you spot white space in the market.

36 STRATEGIC HUMOR**COLUMNS****38 ROGER L. MARTIN**

Managers must learn to look beyond the data.

40 DAN ARIELY

Why handshakes trump contracts

**NORMAN FOSTER**

Read the extended interview at hbr.org/foster.

BRING THE FUNNY

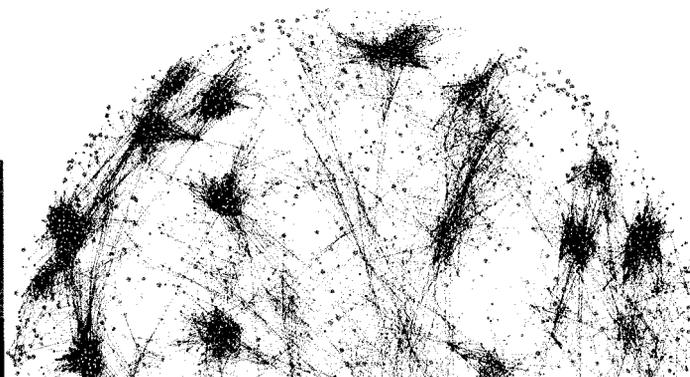
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"I am still a student."
page 132



A multi-dimensional map representing
4,000 technology enterprises page 34



What to do when your founder's
in the ER page 118

112 Experience

112 MANAGING YOURSELF**Zoom In, Zoom Out**

Effective leaders focus on the details but still see the big picture. *Rosabeth Moss Kanter*

118 CRUCIBLE**How a CEO's Injury Helped Him Revitalize His Young Firm**

Trying to oversee his young start-up from a hospital bed taught Grockit CEO Farbood Nivi some valuable lessons. *Daniel McGinn*

121 CASE STUDY**An Angel Investor with an Agenda**

The strings attached to the money matter, but how much? *Regina E. Herzlinger and Beatriz Muñoz-Seca*

126 SYNTHESIS Reviews**129 EXECUTIVE SUMMARIES****132 LIFE'S WORK**

Norman Foster The celebrated architect discusses workplace design.