

## PM WORLD BOOK REVIEW



Book Title: ***HBR'S 10 MUST READS on Business Model Innovation***

Author: **Multiple**

Publisher: Harvard Business Review Press

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Reviewer: **Lawrence Reid, PMP**

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### Introduction

*HBR's 10 Must Reads on Business Model Innovations* is part of Harvard Business Review's bestselling series. "*HBR's 10 Must Reads* is the definitive collection of ideas and best practices for aspiring and experienced leaders alike" according to hbr.org. This edition explores a brief history of business models and how it plays an important part of remaining relevant in an era of rapid changes.

### Overview of Book's Structure

Each section provides a summary of a notable publication pertaining to business models. Each section also includes a synopsis with the heading "Idea in Brief". A bonus article, "Reinventing Your Business Model," is included in addition to the top 10.

Why Business Models Matter  
by Joan Magretta

Reinventing Your Business Model  
by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann

When Your Business Model Is in Trouble  
an interview with Rita Gunther McGrath by Sarah Cliffe

Four Paths to Business Model Innovation  
by Karan Girotra and Serguei Netessine

The Transformative Business Model  
by Stelios Kavadias, Kostas Ladas, and Christoph Loch

Competing Against Free

by David J. Bryce, Jeffrey H. Dyer, and Nile W. Hatch

Why the Lean Start-Up Changes Everything

by Steve Blank

Finding the Platform in Your Pocket

by Andrei Hagiu and Elizabeth J. Altman

Pipelines, Platforms, and the New Rules of Strategy

by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary

When One Business Model Isn't Enough

by Ramon Casadesus-Masanell and Jorge Tarsiján

Reaching the Rich World's Poorest Consumers

by Muhammad Yunus, Frédéric Dalsache, David Menascé, and Bénédicte Faivre-Tavignot

## Highlights

There is so much information constantly coming our way, and it is impossible for me to keep up with it all. *HBR's 10 Must Reads* series provides many benefits to help alleviate this problem. First, they have intelligently narrowed all the publications down to the 10 most relevant about a subject matter. When I was reading the first section on *Why Business Models Matter*, I discovered the "Idea in Brief" synopsis. I was hooked. With only limited time available, I read the "Idea in Brief" for each section and marked up the remaining sections to prioritize what to read next.

## Who Might Benefit from the Book?

*HBR's 10 Must Reads* series will benefit aspiring and experienced leaders alike.

## Conclusion

I thoroughly enjoyed *HBR's 10 Must Reads on Business Model Innovations*. This led me to discover *HBR's 10 Must Reads Ultimate Boxed Set*, which includes 14 bestselling collections covering personal and professional topics. I look forward to learning even more from this series.

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For more about this book, go to <https://store.hbr.org/product/hbr-s-10-must-reads-on-business-model-innovation-paperback-ebook/1088BN?from=quickSearch>

An audible version is also available on <https://www.audible.com>

*Editor's note: This book review was the result of a partnership between the publisher, PM World, and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books.*

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## About the Reviewer



### **Lawrence Reid, PMP**

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**Lawrence Reid, PMP** is a Customer Relationship Management (CRM) specialist with extensive experience in project management, needs analysis, implementation, customization, and integration for companies in the aerospace, financial services, manufacturing, and medical industries. Lawrence has a Bachelor's degree in Finance and has obtained the Project Management Professional (PMP) certification. He is a member of the Dallas and the Fort Worth, Texas chapters of the Project Management Institute.