PM WORLD BOOK REVIEW

Book Title: HBR’S 10 MUST READS on Business Model Innovation
Author: Multiple
Publisher: Harvard Business Review Press
List Price: $34.95 Format: soft cover, 163 pages
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.


An audible version is also available on [https://www.audible.com](https://www.audible.com)
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If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.com.

About the Reviewer

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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.