

JANUARY–FEBRUARY 2020

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## The Real Deal on Data

MAGAZINE ARTICLE [Adi Ignatius](#)

Highlights from this issue

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## Why Boards Should Worry about Executives' Off-the-Job Behavior

[LEADERSHIP](#) MAGAZINE ARTICLE

DUIs, traffic tickets, and other factors can raise on-the-job risks.

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## Advertising Makes Us Unhappy

[ECONOMICS & SOCIETY](#) MAGAZINE ARTICLE [Nicole Torres](#)

The more a country spends on ads, the less satisfied its citizens are.

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## The Founder of Chewy.com on Finding the Financing to Achieve Scale

[ENTREPRENEURSHIP](#) MAGAZINE ARTICLE [Ryan Cohen](#)

More exciting than the company's multibillion-dollar sale was the first significant investment.

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## Are You Undervaluing Your Customers?

[CUSTOMERS](#) MAGAZINE ARTICLE [Rob Markey](#)

It's time to start measuring and managing their worth.

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## How to Value a Company by Analyzing Its Customers

[CUSTOMERS](#) MAGAZINE ARTICLE [Daniel McCarthy](#)[Peter Fader](#)

A step-by-step guide to customer-based corporate valuation

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## “Over Time, the Market Will Demand This Information”

CUSTOMERS MAGAZINE ARTICLE

A conversation with Vanguard chairman emeritus Jack Brennan

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## Competing in the Age of AI

TECHNOLOGY MAGAZINE ARTICLE Marco IansitiKarim R. Lakhani

How machine intelligence changes the rules of business

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## Managing the Most Expensive Patients

HEALTH MAGAZINE ARTICLE Robert PearlPhilip Madvig

A new primary-care model can lower costs and improve outcomes.

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## The New Analytics of Culture

ORGANIZATIONAL CULTURE MAGAZINE ARTICLE Matthew CorritoreAmir GoldbergSameer B. Srivastava

What email, Slack, and Glassdoor reveal about your organization

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## The Transformer CLO

DEVELOPING EMPLOYEES MAGAZINE ARTICLE Abbie LundbergGeorge Westerman

The role of chief learning officer isn't just about training anymore.

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## When Data Creates Competitive Advantage

STRATEGY MAGAZINE ARTICLE Andrei Hagi Julian Wright

And when it doesn't

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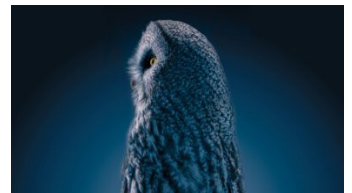


## The Elements of Good Judgment

LEADERSHIP MAGAZINE ARTICLE Sir Andrew Likierman

How to improve your decision-making

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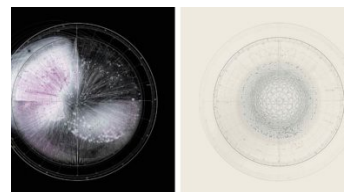


## Taming Complexity

OPERATIONS MAGAZINE ARTICLE Martin ReevesSimon LevinThomas FinkAnia Levina

Make sure the benefits of any addition to an organization's systems outweigh its costs.

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## Choke Points

[ECONOMICS & SOCIETY](#) MAGAZINE ARTICLE Henry Farrell Abraham L. Newman

Countries are turning economic infrastructure into political weapons, and that poses a major risk to business.

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## Building an Ethical Career

[MANAGING YOURSELF](#) MAGAZINE ARTICLE Maryam Kouchaki Isaac H. Smith

A three-stage approach to navigating moral challenges at work

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## Case Study: Give Your Colleague the Rating He Deserves—or the One He Wants?

[GIVING FEEDBACK](#) MAGAZINE ARTICLE Anthony J. Mayo Joshua D. Margolis Amy Gallo

An associate director wonders how much to cover for a slacking coworker.

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## #MeToo's Legacy

[GENDER](#) MAGAZINE ARTICLE Nicole Torres

Lessons from the movement, and what women want next

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## Life's Work: An Interview with Sugar Ray Leonard

[RETIREMENT](#) MAGAZINE ARTICLE Daniel McGinn

The boxer won world titles in five weight classes.

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