

From the Editor

MARCH–APRIL 2020

The Right Thing to Do

MAGAZINE ARTICLE [Adi Ignatius](#)

Highlights from this issue

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Idea Watch

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Why Soliciting Donations at the Cash Register Can Backfire

[MARKETING](#) MAGAZINE ARTICLE

Use these strategies to ensure that it doesn't.

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A Subordinate's Criticism Makes You More Creative

[RECEIVING FEEDBACK](#) MAGAZINE ARTICLE [Amy Meeker](#)

Negative feedback has a positive effect when it comes from an employee rather than a boss.

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Tilray's CEO on Becoming the First Mover in a Controversial Industry

[ENTREPRENEURSHIP](#) MAGAZINE ARTICLE [Brendan Kennedy](#)

The author could see a global future for medical cannabis.

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Spotlight

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Building a Culture of Experimentation

[INNOVATION](#) MAGAZINE ARTICLE [Stefan Thomke](#)

It takes more than good tools. It takes a complete change of attitude.

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Avoid the Pitfalls of A/B Testing

[INNOVATION](#) MAGAZINE ARTICLE [Iavor Bojinov](#)[Guillaume Saint-Jacques](#)[Martin Tingley](#)

Make sure your experiments recognize customers' varying needs.

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“The Power of These Techniques Is Only Getting Stronger”

INNOVATION MAGAZINE ARTICLE Daniel McGinn

A conversation with Pinterest’s Jeremy King

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Features

What’s Really Holding Women Back?

GENDER MAGAZINE ARTICLE Robin J. ElyIrene Padavic

It’s not what most people think.

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How Insider CEOs Succeed

LEADERSHIP MAGAZINE ARTICLE Andrew P. ChastainMichael D. Watkins

Advice from those who’ve done it

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Pricing Policies That Protect Your Brand

MARKETING MAGAZINE ARTICLE Ayelet IsraeliEugene F. Zelek Jr.

How to prevent unauthorized discounting

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A More Sustainable Supply Chain

OPERATIONS MAGAZINE ARTICLE Verónica H. VillenaDennis A. Gioia

Companies tend to focus on their top-tier suppliers, but the real risks come lower down.

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Becoming a Better Corporate Citizen

LEADERSHIP MAGAZINE ARTICLE Indra K. NooyiVijay Govindarajan

How PepsiCo moved toward a healthier future

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Your Company Is Too Risk-Averse

RISK MANAGEMENT MAGAZINE ARTICLE Dan LovalloTim KollerRobert UhlanerDaniel Kahneman

Here’s why and what to do about it.

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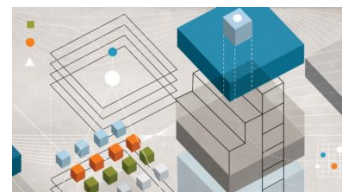
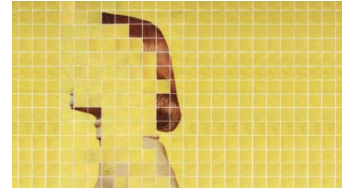
Creating a Trans-Inclusive Workplace

GENDER MAGAZINE ARTICLE Christian N. ThoroughgoodKatina B. SawyerJennica R. Webster

How to make transgender employees feel valued at work



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Beyond Silicon Valley

ENTREPRENEURSHIP MAGAZINE ARTICLE Alex Lazarow

How start-ups succeed in unlikely places

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Experience

Firing with Compassion

FIRING MAGAZINE ARTICLE Joel Peterson

Dos and don'ts

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Case Study: Pursue Your Dream or Move On?

ENTREPRENEURSHIP MAGAZINE ARTICLE Sophus A. Reinert

A social entrepreneur considers how she can have the most impact.

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One Last Chance to Fix Capitalism

ECONOMICS & SOCIETY MAGAZINE ARTICLE Scott LaPierre

To avert upheaval we need policy change and private-sector leadership.

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Life's Work: An Interview with Dean Koontz

CREATIVITY MAGAZINE ARTICLE Alison Beard

Author Dean Koontz on staying inspired

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