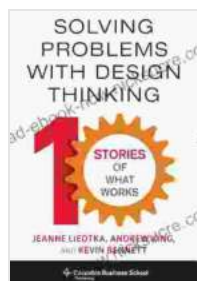


# Ten Stories of What Works: How Columbia Business School Publishing Fosters Business Excellence

In today's rapidly evolving business landscape, staying ahead of the curve and adapting to new challenges is essential for success. Columbia Business School Publishing (CBSP) has emerged as a leading source of cutting-edge business knowledge and insights, providing thought leadership and practical solutions to organizations worldwide. Through its diverse range of publications, CBSP empowers professionals and executives to navigate complex business environments and drive innovation.

## The Power of Storytelling

CBSP's "Ten Stories of What Works" series is a compelling collection that showcases real-world examples of successful business strategies and practices. Each story delves into a specific challenge faced by a company or organization and explores how innovative thinking and effective execution led to measurable results. These narratives serve as a valuable resource for business leaders seeking inspiration and guidance in their own endeavors.



## Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing)

by Jeanne Liedtka

★★★★☆ 4.5 out of 5

Language : English

File size : 949 KB

Text-to-Speech : Enabled

Screen Reader : Supported  
Enhanced typesetting: Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 234 pages



## Story 1: Nike's Digital Transformation



Nike's digital transformation journey is a testament to the power of embracing technology to enhance customer engagement. By investing heavily in digital channels and creating a seamless omnichannel

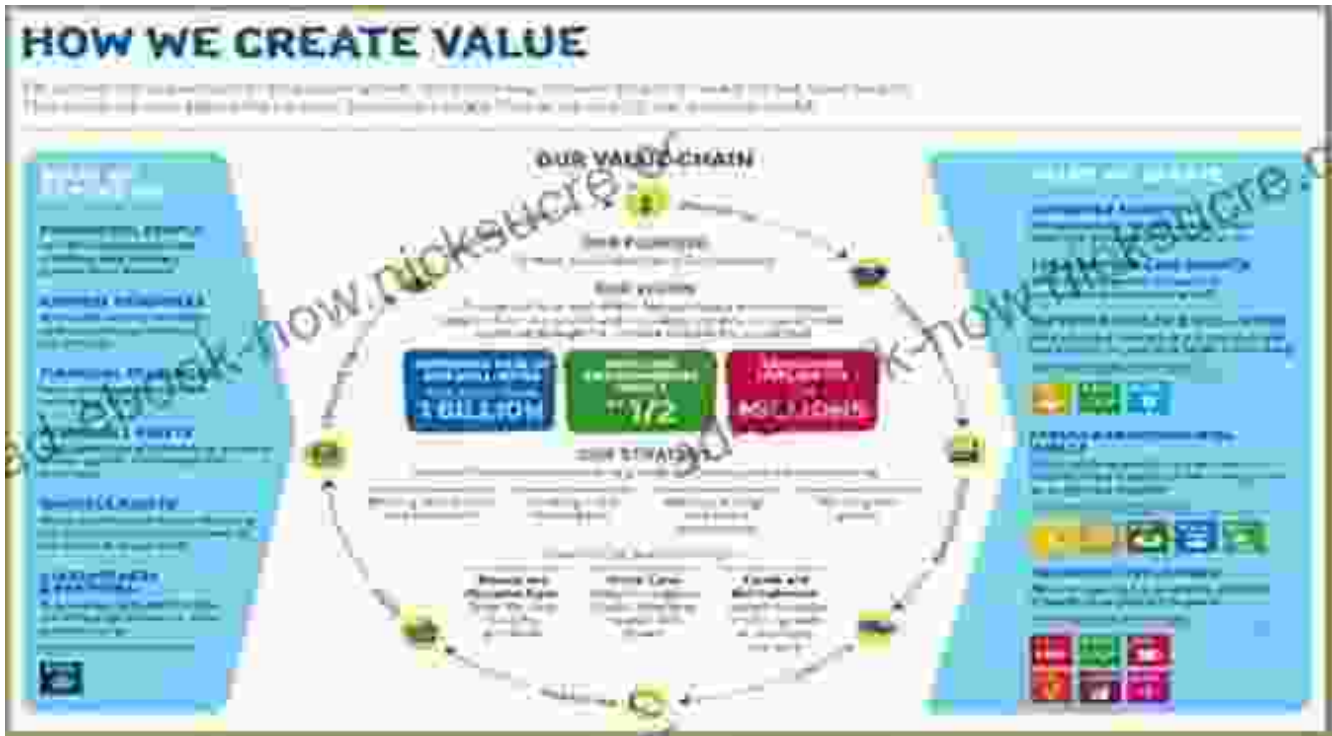
experience, Nike has successfully connected with its target audience, driving sales and building brand loyalty.

## Story 2: Airbnb's Disruptive Innovation



Airbnb's disruptive innovation model revolutionized the travel industry by introducing a peer-to-peer accommodation platform. By tapping into the sharing economy, Airbnb has created a global network that empowers homeowners to list their properties and travelers to find unique and affordable accommodation options.

## Story 3: Unilever's Sustainable Growth



Unilever's unwavering commitment to sustainability has not only reduced its environmental footprint but also contributed to long-term growth and stakeholder value. By embedding sustainability into its business strategy and operations, Unilever has gained a competitive advantage and strengthened its reputation as a responsible corporate citizen.

#### Story 4: Patagonia's Purpose-Driven Approach



Patagonia has proven that purpose-driven brands can thrive in the marketplace. By aligning its business operations with its environmental values and actively participating in activism, Patagonia has attracted loyal customers who share its commitment to sustainability.

### **Story 5: The LEGO Group's Playful Innovation**



The LEGO Group's playful approach to innovation has led to its immense success and global recognition. By embracing play as a fundamental element of its products and business culture, LEGO has sparked creativity and engagement in generations of children.

## **Story 6: Tesla's Electric Revolution**



Tesla's pioneering role in the electric vehicle revolution has transformed the automotive industry. By developing innovative electric vehicles and building a robust charging infrastructure, Tesla has accelerated the transition to sustainable transportation.

### **Story 7: Warby Parker's Socially Responsible Business Model**

## The power of one pair



In emerging and  
pre-emerging  
markets, one pair  
of glasses

=



increases  
productivity  
by 35%

+

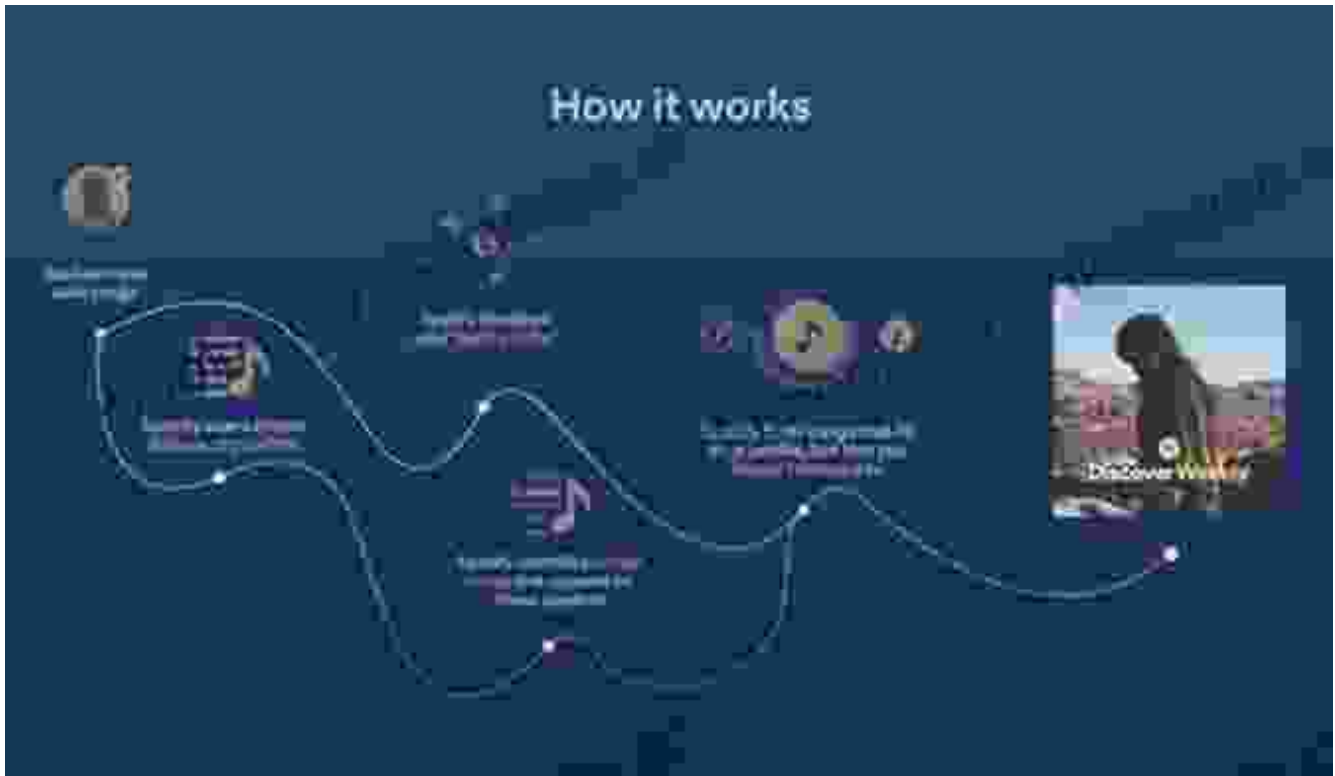


increases  
monthly  
income by  
20%

Warby Parker's socially responsible business model has earned it widespread recognition and customer loyalty. By providing affordable eyewear and implementing innovative practices, such as its "Buy a Pair, Give a Pair" program, Warby Parker has made a significant impact on the lives of millions.

### Story 8: Spotify's Data-Driven Personalization





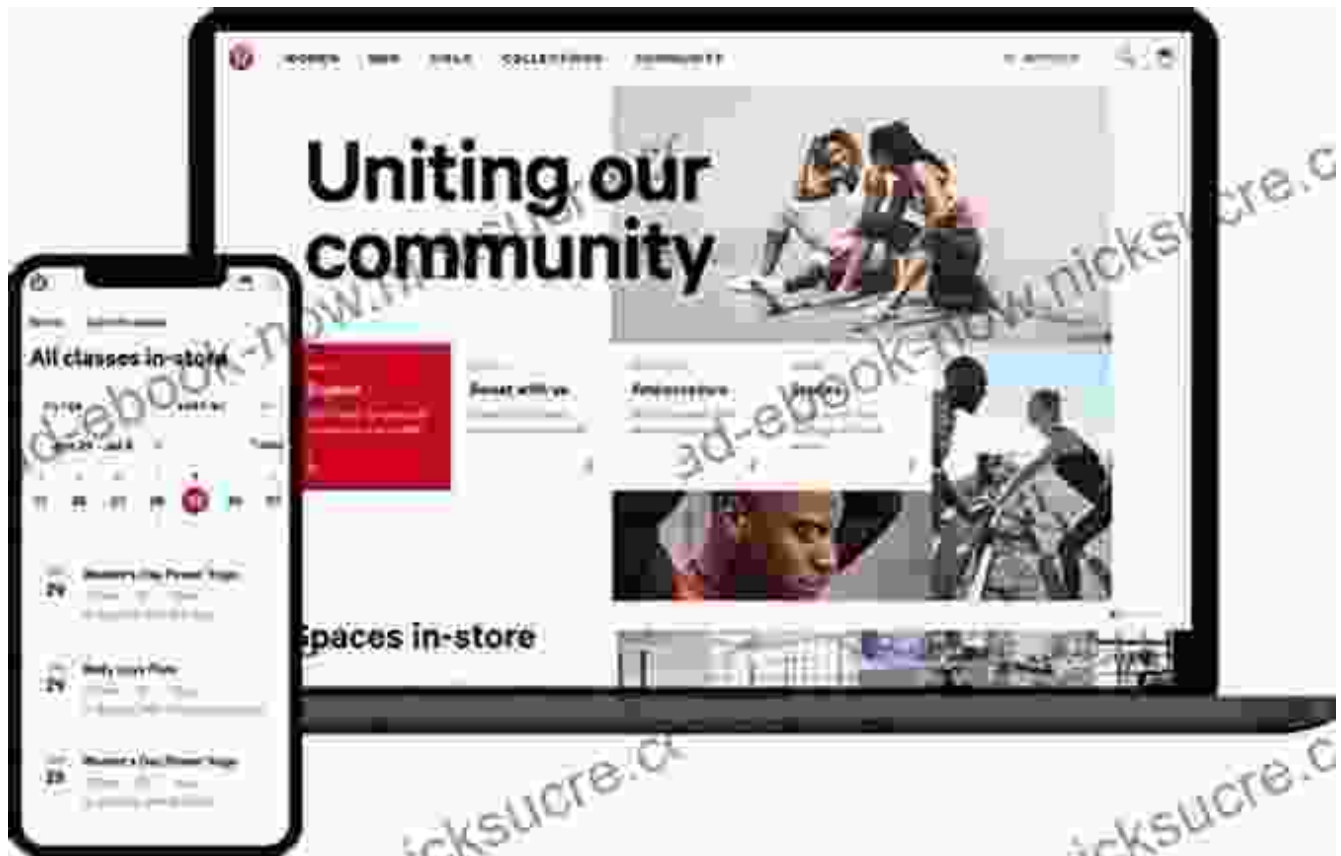
Spotify's sophisticated use of data and artificial intelligence has revolutionized the music listening experience. By tracking user behavior and preferences, Spotify curates highly personalized playlists and recommendations, enhancing the enjoyment and engagement of its vast user base.

### **Story 9: Mastercard's Digital Payment Leadership**



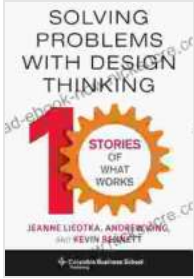
Mastercard's leadership in the digital payment space has transformed the way we transact. By developing innovative payment technologies, such as contactless payments and digital wallets, Mastercard has made it easier, faster, and more secure to make purchases online and offline.

### **Story 10: Lululemon's Mindful Community**



Lululemon's emphasis on mindfulness and community has created a unique and highly engaged customer base. By offering yoga and fitness classes, hosting events, and promoting a culture of well-being, Lululemon has built a loyal following that shares its values and aspirations.

Columbia Business School Publishing's "Ten Stories of What Works" is a valuable resource that provides practical insights into the innovative strategies and practices employed by leading organizations. By sharing these real-world examples, CBSP empowers business leaders to learn from the successes of others and apply these lessons to their own enterprises. Through its commitment to thought leadership and practical solutions, CBSP continues to be an indispensable partner for executives seeking to drive business excellence in an ever-changing global landscape.

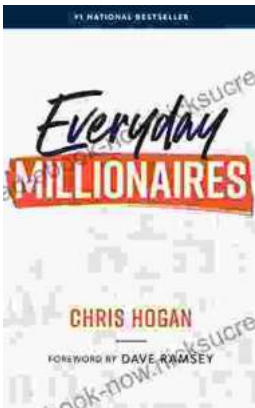


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