

California Management Review

STRATEGY

A Better Way to Forecast

Uriel Haran • Don A. Moore

The Japanese Software Industry:
What Went Wrong and What Can We
Learn from It?

Robert E. Cole • Yoshifumi Nakata

A Service Lens on Value Creation:
Marketing's Role in Achieving Strategic
Advantage

Lance A. Bettencourt • Robert F. Lusch •
Stephen L. Vargo

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Opportunity Creation in Innovation
Networks:

Interactive Revealing Practices

Sirkka L. Jarvenpaa • Liisa Välikangas

Green Innovation Games:
Value-Creation Strategies for Corporate
Sustainability

Tommi Lampikoski • Mika Westerlund •
Risto Rajala • Kristian Möller

Fish Friendly Farming:
Water, Wine, and Fish—Sustainable
Agriculture for a Thirsty World

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Managing Value in Supply Chains: Case Studies on the Sourcing Hub Concept

Anupam Agrawal • Arnoud De Meyer • Luk N. Van Wassenhove

Retail Inventory: Managing the Canary in the Coal Mine

Vishal Gaur • Saravanan Kesavan • Ananth Raman

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Ammon Salter • Paola Criscuolo • Anne L.J. Ter Wal

Employee Contributions to Brand Equity

Betsy DuBois Gelb • Deva Rangarajan

Culture Change at Genentech: Accelerating Strategic and Financial Accomplishments

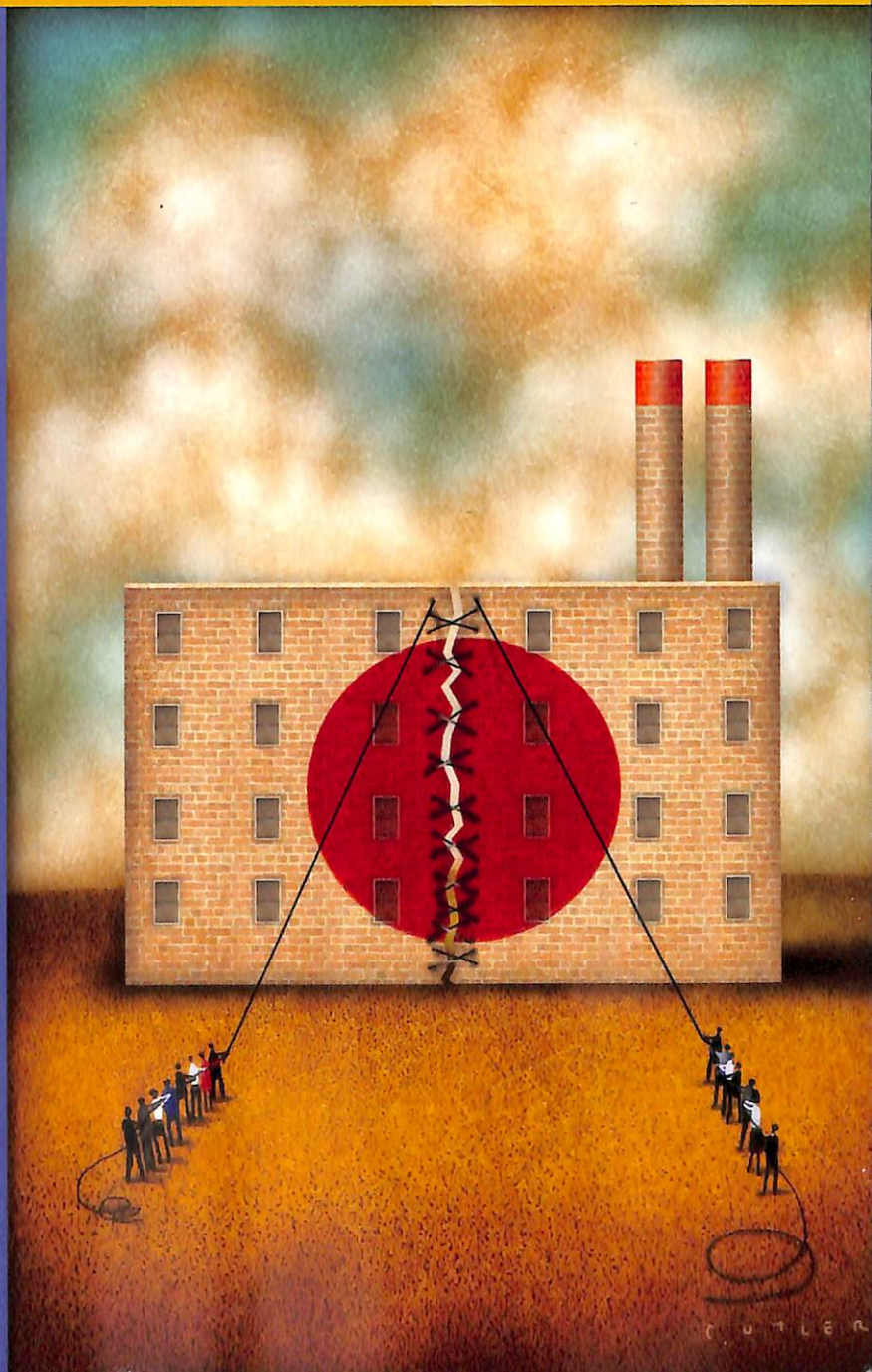
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BUSINESS AND SOCIETY

Contesting the Value of "Creating Shared Value"

Andrew Crane • Guido Palazzo • Laura J. Spence • Dirk Matten

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Paradoxical Leadership to Enable Strategic Agility

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How to Tell which Decisions are Strategic

Ram Shivakumar

Developing and Diffusing New Technologies: Strategies for Legitimization

Jeremy Hall, Vernon Bachor, and Stelvia Matos

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Managing Crowds in Innovation Challenges

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Social Media: A Tool for Open Innovation

Matthew Mount • Marian Garcia Martinez

Chez Panisse: Building an Open Innovation Ecosystem

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