



EVERYDAY →  
PEOPLE

"Lots of people are leaders. They may not get up every morning and say, 'How do I be a great leader?' But that's what they do."

← LEARNING FROM EXAMPLE

"Executives, managers, men and women on the rise pick up their first biography and they're like, 'Wow, this is useful. This is helpful.'"

## FORGED IN CRISIS: THE POWER OF COURAGEOUS LEADERSHIP IN TURBULENT TIMES

➔ WHAT THE STORIES OF GREAT LEADERS OF THE PAST, FROM POLAR EXPLORER ERNEST SHACKLETON TO ABOLITIONIST FREDERICK DOUGLASS, CAN TEACH US TODAY.

BOOKS

*Forged in Crisis* is historian and Harvard Business School professor Nancy Koehn's first book for a popular audience. She is a regular speaker at conferences including the World Business Forum, Aspen Ideas Festival and the World Economic Forum's annual meeting in Davos, Switzerland, and she coaches executives at major corporations.



**Q:** *What is the value of history for businesspeople?*

**A:** *What history provides us is perspective. It's like the case study method. We teach these case studies with the idea that if you're a software executive and you read something about the food processing industry that has great resonance with your own business, you start thinking. History builds muscles of resilience and strategic imagination and moral courage.*

**Q:** *Environmental thinker Rachel Carson, author of Silent Spring, is not often thought of as a leader. Why did you write about her?*

**A:** *She is not cut from your typical cloth and your typical pattern of really powerful, really influential leaders. She's quiet. She works alone. She's a woman in the field when there were no women in science. She was confident in what she did, but she didn't do it in a big public forum most of the time. What better story to demonstrate without a doubt that great leaders come in many shapes and sizes?*

**Q:** *Are people natural-born leaders or is that skill developed?*

**A:** *I am now willing to bet my horses, my dogs—creatures very dear to me—that leaders are made, not born. I wanted to follow how leaders lead from within. How they lead themselves, in some sense. What are the conversations they have with themselves? How do they develop from the inside out?*

SCRIBNER, \$35, 528 PAGES

BOOKS

**BETABALL: HOW SILICON VALLEY AND SCIENCE BUILT ONE OF THE GREATEST BASKETBALL TEAMS IN HISTORY**

By Erik Malinowski

➔ As lead writer on the Golden State Warriors beat for *Bleacher Report*, Malinowski has had deep access to the team and owners Joe Lacob and Peter Guber. In *Betaball* he chronicles how the Warriors became one of the greatest basketball teams of all time through a combination of talent, data and smart management.

ATRIA BOOKS, \$26, 400 PAGES

WEBSITES

**TECHSTARS INDIA**

➔ This tech accelerator has built a reputation for finding and developing companies outside of Silicon Valley, from Adelaide, Australia, to Berlin. Now, with the launch of a branch in India, it's a key player on the subcontinent, and its site is full of info and insight on the Indian startup ecosystem.

FREE, TECHSTARS.COM

BOOKS

**THE FOUR: THE HIDDEN DNA OF AMAZON, APPLE, FACEBOOK, AND GOOGLE**

By Scott Galloway

➔ A professor at the NYU Stern School of Business, Galloway evaluates four of the biggest and most important companies in history to understand what makes them so special. (It isn't necessarily their products.) One key takeaway? They play on the emotional needs of consumers.

PORTFOLIO, \$28, 320 PAGES