

# FACULTY SEMINAR SERIES

BRING THE BEST LESSONS FROM BUSINESS SCHOOL INTO YOUR ORGANIZATION

THE FACULTY SEMINAR SERIES FEATURES VIDEO LECTURES FROM RENOWNED PROFESSORS AND EXPERTS AT HARVARD BUSINESS SCHOOL AND STANFORD GRADUATE SCHOOL OF BUSINESS

**FACULTY SEMINAR SERIES** lectures are captured from executive education programs, and offer groundbreaking ideas, insightful research, and practical advice on management issues. Your managers gain easy access to the best thinking in business—direct from the source. Videos are available for both desktop and handheld devices for convenient viewing anytime, anywhere.

## CONTENT

### TIMELY TOPICS RELEVANT TO YOUR BUSINESS

The **Faculty Seminar Series** covers a number of compelling topics. Within each topic you'll find seminars by faculty, offering a variety of insights into each subject.

The 70+ titles are grouped by topic:

- Case Method
- Change
- Communication
- Ethics
- Finance & Accounting
- Global Business
- Governance
- Innovation and Entrepreneurship
- Leadership
- Management
- Organizational Behavior
- Organizational Development
- Sales & Marketing
- Social Enterprise
- Strategy
- Technology & Operations

**Mobile access** allows your managers to “drop in” to the classroom at their convenience. The series is available in streaming video and audio for desktops, MP3 players, iPods, and other portable devices.

The *Faculty Seminar Series* is an easy way to connect your managers with fresh thinking and current ideas about innovative management methods.



Prima|CUX

## HIGHLIGHTS

- > Compelling, rich media
- > Easy mobile access
- > Excerpts for use in curriculum
- > Accompanying slide presentation
- > Learning guides

## EXPERTS

Videos feature widely acclaimed, dynamic lectures from renowned professors and experts from Harvard Business School and Stanford Graduate School of Business.

A short sample list of provocative topics includes:

**THE OPPORTUNITY AND THREAT OF DISRUPTIVE TECHNOLOGIES**

Clayton M. Christensen

**CAPITALIZING ON THE POWER OF THE CUSTOMER**

Francis X. Frei

**GETTING GLOBAL STRATEGY RIGHT**

Pankaj Ghemawat

**BUILDING STRATEGYFOCUSED ORGANIZATIONS WITH THE BALANCED SCORECARD**

Robert S. Kaplan

**THE DANGER OF SILENCING CONFLICT AT WORK**

Leslie A. Perlow

**A FRAMEWORK FOR SUCCESSFUL LEADERSHIP TRANSITIONS**

Michael D. Watkins

> For more information visit:  
[www.primacux.com](http://www.primacux.com)



## SERIES ELEMENTS

### COMPELLING IN AND BEYOND THE CLASSROOM

The **Faculty Seminar Series** offers an extensive list of 70+ titles on a wide range of topics. Each dynamic lecture can stand alone as the centerpiece of a learning experience, or excerpted highlights can be used to reinforce key points made in live classroom sessions.

Each CD includes video, audio, and synchronized slides direct from the classroom, along with links to companion websites. Many of the seminars include exercises for applying the material to your own business or management situation.

To deepen the understanding and comprehension of the concepts presented in the *Faculty Seminar Series*, all CDs include:

- Accompanying slide presentation
- Learning Guide
- List of additional resources for further study

### ADDITIONAL FEATURES

**Mobile access** makes it convenient to view the videos anywhere.

**Insightful research** comes directly from expert sources.

**Practical advice** is delivered in an engaging, memorable format.

## SUPPORT

### IMPLEMENTATION SERVICES

**FACULTY SEMINAR SERIES** are quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

### TARGET AUDIENCE

The **Faculty Seminar Series** is ideal for busy, time-pressed managers looking to enhance their leadership and management skills.

Building and refining this group's leadership skills will directly affect your organization's success.

### COMPLEMENTARY OFFERING

Extend the program's impact with additional leadership development programs, such as:

### EXECUTIVE INSIGHTS

Business leaders share short, personal anecdotes and lessons learned about breakthrough moments in business and their careers.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

### LEARN MORE

Prima & Corporate University Xchange  
PO Box 69057, Riyadh 11547  
Saudi Arabia  
Tel 00966 1 461 0677  
Fax 00966 1 466 1822  
[admin@primacux.com](mailto:admin@primacux.com)  
[www.primacux.com](http://www.primacux.com)