

# HBR'S 10 MUST READS

**BONUS ARTICLE**  
“Profits Without Prosperity”  
The McKinsey Award Winner  
By William Lazonick

The definitive  
management ideas  
of the year from  
**Harvard Business Review.**

# 2016

# Resumo de HBR's 10 Must Reads: The Definitive Management Ideas of the Year from Harvard Business Review (with Bonus McKinsey Award-Winning Article "P

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