



Social Enterprise Related Publications

June 1, 2005 – June 30, 2006

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Gourville, John T., John A. Quelch, and V. Kasturi Rangan. *Problems and Cases in Health Care Marketing*. New York: McGraw-Hill Irwin, 2005.

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Cha, Sandra, and Amy Edmondson. "How Values Backfire: Leadership, Attribution and Disenchantment in a Values-Driven Organization." *Leadership Quarterly* 17, no. 1 (2006): 57-78.

Coburn, Tom, and Regina Herzlinger. "Cross Country: They'd Sooner Fix Medicaid." *The Wall Street Journal*, 18 May 2006.

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Fried, Bruce M., Sharon Topping, and A. Edmondson. "Groups and Teams." In *Health Care Management: Organization Design and Behavior*. 5th ed. Edited by Steven M. Shortell and Arnold D. Kaluzny. Clifton, N.J.: Thomson Learning, 2005.

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CASES AND COURSE MATERIALS

Ashraf, Nava, Dean Karlan, and Wesley Yin. "Household Decision Making and Savings Impacts: Further Evidence from a Commitment Savings Product in the Philippines." 2006.

Ashraf, Nava. "Spousal Control and Intra-Household Decision Making: An Experimental Study in the Philippines." 2005.

Austin, James E., and James Quinn. "Ben & Jerry's Preserving Mission & Brand within Unilever." Harvard Business School Case 306-037.

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