NEW FRONTIERS
A roundup of books, websites and other resources from and for the C-suite.


There is no better time to be a creator than right now, says Wired co-founder Kevin Kelly in The Inevitable. “This is the moment that folks in the future will look back at and say, ‘Oh, to have been alive and well back then!’” It is hard not to catch his unbounded optimism when reading the book. Virtual reality contact lenses? Holodecks? Artificial intelligence as ubiquitous as electricity? Not only are these advancements possible, he declares, they are inevitable. Follow Mr. Kelly’s imaginative ride to stay ahead of the curve.
“Autonomous does not necessarily mean taking the existing car and making it drive itself.”
—Sudha Jamthe
LESSONS FROM THE BATTLEFIELD

In the nine years that Lars Rasmussen has been CEO of Coloplast, he has racked up impressive accolades for both himself and the Denmark-based medical device and services company. In 2016, Coloplast was among Forbes’ top 25 most innovative companies, and two years earlier, Mr. Rasmussen was heralded as one of Harvard Business Review’s best-performing CEOs.

In an interview from IMD business school’s webcast series “The Learning CEO,” Mr. Rasmussen discusses some of his secrets for success, such as separating individual happiness from the health of the business, as well as the challenges he still faces, like getting employees to inform him of bad news—and quickly. It is an enlightening look into the mind of a CEO who has come a long way since taking on the role in 2008 as part of a turnaround directive to boost earnings.

SCALING UP

Reid Hoffman knows how to scale a business. The co-founder of LinkedIn and current partner at venture capital firm Greylock Partners has been nicknamed “The Oracle of Silicon Valley” and “The Startup Whisperer.” His latest endeavor seeks to share some of this wisdom, along with that of other successful entrepreneurs. Masters of Scale is a podcast hosted by Mr. Hoffman that features stories from guests such as Facebook’s Mark Zuckerberg, Netflix’s Reed Hastings and Airbnb’s Brian Chesky. The first episode explores how Mr. Chesky went from $25,000 in credit card debt to running a company valued at $30 billion, in part by following one of Mr. Hoffman’s favorite maxims: To scale your business, you have to do things that do not scale.
Stop Rushing: Productivity coach Hillary Rettig noted in Fast Company that part of the stress of commuting comes from the fact that we are usually in a hurry. “When people are commuting, they’re most likely rushing,” she says. “Rushing degrades our happiness. Most of us probably don’t realize the stress it causes us physically and emotionally.”

To gain some extra minutes in the morning, try to move as much of your routine as possible to the night before, Ms. Rettig suggests. And once you wake up, avoid distractions like checking emails or turning on the television. If you need a daily news briefing, opt for the radio.