



# LEARN OR DIE

Using Science to Build a Leading-Edge  
Learning Organization

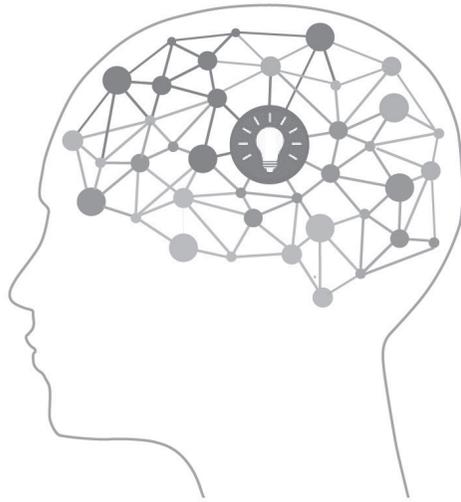
**EDWARD D. HESS**



**Columbia Business School**  
Publishing

LEARN OR DIE





# LEARN OR DIE

Using Science to Build a Leading-Edge  
Learning Organization

**EDWARD D. HESS**



Columbia University Press

*Publishers Since 1893*

New York Chichester, West Sussex

cup.columbia.edu

Copyright © 2014 Columbia University Press

Library of Congress Cataloging-in-Publication Data

Hess, Edward D.

Learn or die : using science to build a leading-edge learning  
organization / Edward D. Hess.

pages cm

Includes bibliographical references and index.

ISBN 978-0-231-17024-6 (cloth : alk. paper) — ISBN 978-0-231-53827-5 (ebook)

1. Organizational learning. 2. Organizational effectiveness. I. Title.

HD58.82.H365 2013

658.3'124—dc23

2014013370



Columbia University Press books are printed on permanent and durable  
acid-free paper.

This book is printed on paper with recycled content.

Printed in the United States of America

c 10 9 8 7 6 5 4 3 2 1

Cover design: Noah Arlow

Cover image: © Getty Images

References to websites (URLs) were accurate at the time of writing.

Neither the author nor Columbia University Press is responsible for URLs that  
may have expired or changed since the manuscript was prepared.

*To Dr. Lyle E. Bourne, Jr. for elevating my passion for cognitive psychology and for thirty-four years of mentorship, caring friendship, and being an inspiring role model.*

