Erin Meyer’s *No Rules Rules* helps executives build a culture of innovation

*No Rules Rules* is authored by Erin Meyer, Professor of Organisational Behaviour at INSEAD and best-selling author of *The Culture Map*, and Reed Hastings, Netflix co-founder and one of the world’s most influential business thinkers.

The book aims to answer one of the most important business questions of our era: “how do we keep innovating?”.

Meyer and Hastings explore a counter-intuitive set of principles for how to build an organisational culture for today’s information age based on extensive research conducted at Netflix. Whether it is *Freedom and Responsibility*, *Radical Honesty*, or *The Keeper Test*, this book lays out a proven, systematic method for building, maintaining and enhancing a corporate culture that breeds speed, flexibility and innovation across the organisation.
Awards & Recognition

FINANCIAL TIMES
Best business books
All the books listed for the Financial Times and McKinsey Business Book of the Year Award

**No Rules Rules**
Reed Hastings, Erin Meyer
April 2020

For anyone interested in creativity, productivity and innovation, Netflix culture is something close to a holy grail. This book will make it available to readers, fully accessible for the first time. — Penguin Press

Category: Entertainment & Media, Leadership & Management, Technology & Innovation

FINANCIAL TIMES
Best books of 2020: Business
Andrew Hill selects his must-read titles

**No Rules Rules: Netflix and the Culture of Reinvention,**

Hastings, founder of Netflix, and Meyer, an academic specialising in analysis of different cultures, dissect the streaming media company's famous radical way of working. Their book, a finalist for the FT book award, does not gloss over the difficulties of applying the cultural prescription that Netflix made famous.

The Economist
Our books of the year
Business and economics


Limitless salary and no formal expense caps sound like a recipe for corporate chaos. In a rare book by a chief executive that is both readable and illuminating, the boss of Netflix—and his co-author—explain how he arrived at these and other radical management rules, and why they are not as bonkers as they sound.

2020 Longlist
Management & Culture
Forbes

Ten Mind-Opening Business Books For 2020

strategy+business

Best Business Books 2020: Technology & innovation

Leaders in the stream

If Ghost Road is a book about managing the social consequences of innovation, No Rules Rules: Netflix and the Culture of Reinvention is a book about managing— or, perhaps, enabling— innovation. Founded by Netflix CEO Reed Hastings and INSEAD business professor Erin Meyer, it is the rare book by a corporate executive that is both engaging and insightful. Perhaps that’s because it is structured as a kind of back-and-forth between the two authors, with Hastings laying out a management principle, explaining its origins and its logic, and then Meyer analyzing and sometimes critiquing the idea and looking at how it actually plays out at Netflix.

Marker

The 5 Best Business Books of 2020 (According to Every Other Best-of-2020 List)

1. No Rules Rules: Netflix and the Culture of Reinvention by Reed Hastings and Erin Meyer

Inc.

Your Complete Guide to the 10 Best New Business Books of 2020

You’ll have to wait until 2021 for a deep think on the pandemic, but the year produced some fine titles on leadership, strategy, and innovation.
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<td>4 February 2021</td>
<td>How To Use Corporate Culture To Help Get The Results You Want</td>
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<td>The Economist</td>
<td>10 September 2020</td>
<td>Can Reed Hastings preserve Netflix's culture of innovation as it grows?</td>
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<td>Eastern Daily Press</td>
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<td>Does having no rules rule? Or is it a clever ruse to offer staff a false freedom?</td>
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<td>No Rules Rules with Dorie Clark &amp; Erin Meyer</td>
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Learn the Netflix model of high-performing teams | Erin Meyer 6 min

10 books on leadership, strategy, and innovation to inspire you to start 2021 off right

Is the controversial Netflix “Keeper Test” good management?

No Rules Rules: Prof Erin Meyer

A cohesive culture is not for everyone

Netflix CEO Reed Hastings on culture, competition and what keeps him up at night

Why Investors Are Loving Netflix

对话埃琳·迈耶教授：网飞的文化基因是否可复制？ | 哈评推书

理解网飞文化的底层逻辑
Les Echos
France, 2 December 2020
*In French*

Netflix : la liberté des salariés au service de la légitimité

Station F
France, 26 November 2020

Navigating Cultural Differences in Business with Erin Meyer, Author of The Culture Map and No Rules Rules

QQ News
China, 2 February 2021
*In Chinese*

2021 把创新装进口袋: 中信出版&PNP 中国研究院联合书单

China Entrepreneur Club
China, 24 January 2021
*In Chinese*

员工决定自己休假的奈飞: 极度自由绑定极度责任

36KR
China, 11 January 2021
*In Chinese*

从 DVD 租赁公司到 190 多个国家流媒体巨头, Netflix 的成功法则是什么?

Toutiao
China, 12 January 2021
*In Chinese*

网飞创办人亲述: 为什么我不要求 996, 还能做到市值 1万多亿?

Jiemian
China, 12 January 2021
*In Chinese*

裁员 1/3 竟反馈良好，网飞的“反直觉”操作靠谱吗?

Le nouvel Economiste
France, October 2020
*In French*

La doctrine Netflix à l’épreuve
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<td>South Korea, 5 November 2020</td>
<td>(Cover story) Analysing Netflix in 'No Rules Rules'</td>
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<td>South Korea, 21 September 2020</td>
<td>Netflix's secret is continuous innovation</td>
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<td>South Korea, 14 October 2020</td>
<td>[Exclusive] 'Vacation and payment at will' Netflix freedom</td>
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<td>South Korea, 9 November 2020</td>
<td>독수리를 새장에 가두지 말 것</td>
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<td>The little company that could: Erin Meyer</td>
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<td>Vogue</td>
<td>上司にダメ出しできますか？ Netflix 流『NO RULES』な人材マネジメント術。【VOGUE BOOK CLUB</td>
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<td>Australia Financial Review</td>
<td>Nobody from Netflix has been to jail, and that's kind of surprising</td>
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<td>Netflix 創辦人 Reed Hastings 出書講公司管理哲學 無規矩的規矩</td>
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<td>Money Control</td>
<td>Book review</td>
<td>No Rules Rules is a tight, detailed account of the inner workings of Netflix</td>
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<td>Der Standard</td>
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Diario De Cuiaba
Brazil, 8 November 2020
*In Portuguese*

Netflix paga bem e não perdoa medianos, mostra livro do fundador

iProUp
Argentina, 10 November 2020
*In Spanish*

Netflix, una empresa "sin reglas": cómo es trabajar dentro de la plataforma de streaming más grande del mundo

Revista Merca
Mexico, 10 November 2020

El secreto de Netflix: ser una empresa ‘sin reglas’

RBC Pro
Russia, 10 November 2020
*In Russian*

You will be fired from Netflix if you are not a star

Business Weekly
Taiwan, 11 November 2020
*In Chinese*

一兩個平庸員工，會拖垮整個公司？Netflix 創辦人：別讓「職場 3 鬼」混入團隊

Finanznachrichten
Germany, 16 November 2020
*In German*

No Rules Rules by Reed Hastings and Erin Meyer - Why Netflix is so successful

Valor Economico
Brazil, 1 December 2020
*In Portuguese*

Flexibilidade é a palavra da vez

AIN Online
UAE, 3 December 2020

Netflix Book Author Meyer Highlights 'No Rules' Culture
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