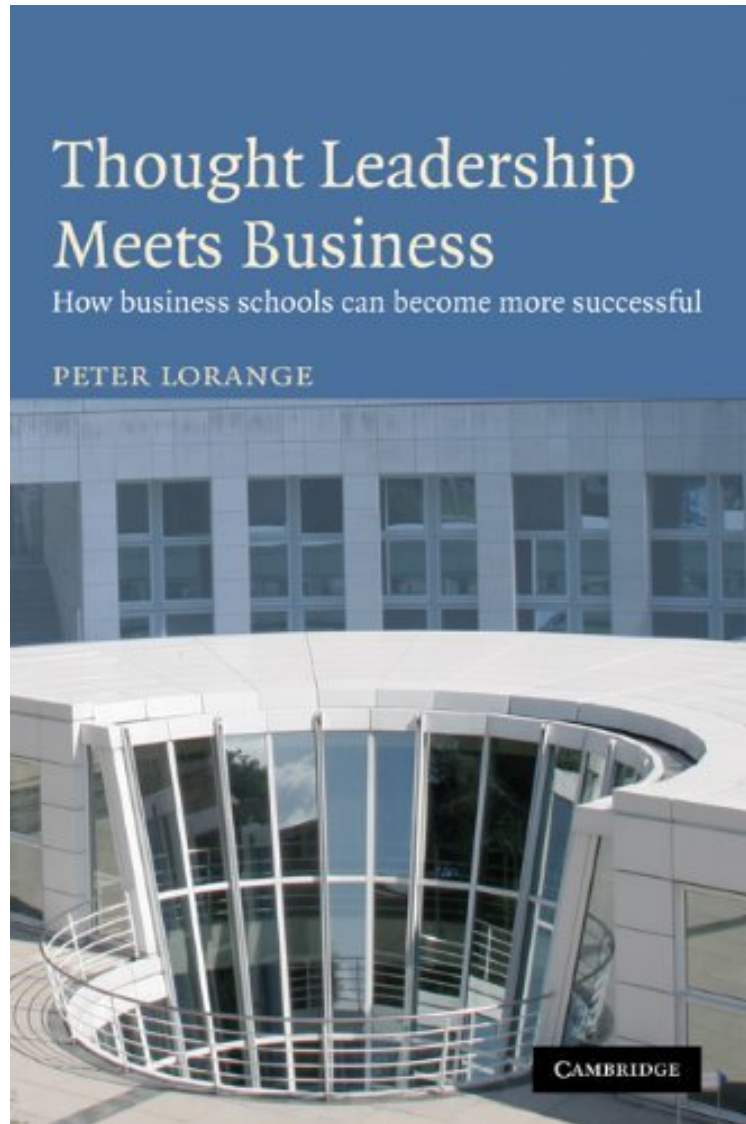


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Thought Leadership Meets Business: How business schools can become more successful

Peter Lorange

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Peter Lorange : Thought Leadership Meets Business: How business schools can become more successful before purchasing it in order to gage whether or not it would be worth my time, and all praised Thought Leadership Meets Business: How business schools can become more successful:

For leading corporations, talent is perhaps the only truly sustainable competitive advantage. In light of this, leading

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of the hardback: 'Business schools have become an international business. Professor Peter Lorange has been at the forefront of this internationalization and his experiences at IMD have given him a unique perspective on anticipating the future of global business and designing business schools accordingly. Senior leaders at the top schools will find this to be an insightful and stimulating book.' Thomas S. Robertson, University of Pennsylvania of the hardback: 'Business schools are often criticized for being out of touch with the profession they were created to serve. At IMD, however, Peter Lorange and his colleagues have created a unique, highly successful business school that is tightly focused on making good managers better. In this fascinating book, Peter explains clearly how IMD works and why it works that way in order to serve professional managers. While the IMD model is not for everyone, this book is a 'must-read' for all who care about the future of business education.' Richard Schmalensee, MIT Sloan School of Management of the hardback: 'This book explains the IMD way regarding executive education and business schools' value creation - our experience of working with IMD has shown this to be a powerful and effective approach.' Hugh Mitchell, Royal Dutch Shell Plc of the hardback: 'Academic leadership is like being an entrepreneur! This is behind Peter Lorange's success in bringing IMD to the forefront. This book will be an inspiration to other academic leaders to also do this.' Muhtar Kent, The Coca-Cola Company of the hardback: 'Under Peter Lorange's leadership over the last 14 years, IMD has become a yet more formidable competitor. 'Business' isn't so much the adjective but the noun when describing the IMD business school. In this straightforward text, Peter lays out how to manage human capital for strategic advantage. In doing so, he gives advice that serves leaders for whom 'business' is the both the adjective and the noun.' Edward A. Snyder, University of Chicago of the hardback: 'Nestleacute; and IMD have had a strong learning partnership for many years. I can personally attest to the value that we have both derived from the knowledge sharing that goes on between our two institutions. This book encapsulates the essence of IMD's winning formula and will be of interest to both academic and business leaders.' Peter Brabeck-Latmathe, Nestleacute;About the AuthorPeter Lorange has been President of IMD (International Institute for Management Development) in Lausanne, Switzerland, since 1993. He is Professor of Strategy and holds the Nestle Chair. He was formerly president of the Norwegian School of Management and, before this, was affiliated to the Wharton School, Pennsylvania. Professor Lorange has written or edited 15 books and some 110 articles on the topics of global strategic management, strategic planning and entrepreneurship for growth.