



Prof. Costas Markides

Professor of Strategic and International Management at
LBS

*"Costas Markides is an expert on creating breakthrough strategies
with proven results"*

Costas Markides is recognised as one of the world's foremost experts on strategy and innovation. He is a professor of Strategic and International Management and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School.

TOPICS:

- Organising for the New Normal:
Preparing your Organisation for the
Journey of Continuous Disruption
- Growth Creation: Understanding the
Customer
- Creating Radical New Markets
- International Competitiveness
- Corporate Restructuring
- The Management of Diversified Firms
- The Use of Innovation and Creativity to
Achieve Strategic Breakthroughs

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2021 Organising for the New Normal:
Preparing your Organisation for the
Journey of Continuous Disruption
- 2008 Game-Changing Strategies: How to
Create New Market Space in
Established Industries by Breaking
the Rules
- 2004 Fast Second: How Smart
Companies Bypass Radical
Innovation to Conquer New
Markets

- 2001 Strategic Thinking for the Next Economy (with M Cusumano, Jossey-Bass)
- 1999 All the Right Moves: A Guide to Crafting Breakthrough Strategy

IN DETAIL:

Markides was named to the "Thinkers 50", a ranking of the 50 most influential living management thinkers in the world, by *The London Times*, *CNN*, *Forbes*, and *The Times of India*. In his *Harvard Business Review* article 'To Diversify or Not to Diversify?', he discussed some key questions tied to business diversification, such as whether companies should diversify and how quickly or slowly they should move towards diversification. His current research interests include the management of diversified businesses and the use of innovation and creativity to achieve strategic breakthroughs. Costas received his BA (Distinction) and MA in Economics from Boston University, and his MBA and DBA from the Harvard Business School.

WHAT HE OFFERS YOU:

Having taught on many in-company programmes Prof. Markides is without a doubt one of Europe's most experienced and respected business strategists. His presentations are ideal for decision makers keen to sustain and develop superior competitive performance by implementing and understanding new business strategies.

HOW HE PRESENTS:

Costas Markides' appearances are consistently well-received making him one of the most sought-after and prized speakers currently available.