



# Prof. Costas Markides

Professor of Strategic and International Management at LBS



## CSA CELEBRITY SPEAKERS

Costas Markides holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. In recent years, Costas has turned his attention to how management ideas can be used to address social issues. In 2011, 2009 and 2007 Thinkers50 placed him among the list of most influential thinkers.

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

### In detail

A native of Cyprus, he received his BA (Distinction) and MA in Economics from Boston University and his MBA and DBA from the Harvard Business School. Prior to joining London Business School he has worked as an Associate with the Cyprus Development Bank and as a Research Associate at the Harvard Business School. His work has been published in a wide range of journals such as the Harvard Business Review, Sloan Management Review, Directors & Boards, Long Range Planning, British Journal of Management, Journal of International Business Studies, Strategic Management Journal and the Academy of Management Journal.

### 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 is a captivating and engaging speaker and he has designed his lectures with just the right blend of humour and useful actionable information. His appearances are consistently well-received making him one of the most sought-after and prized speakers currently available.

### Topics

- 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.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



Video

### Publications

#### 2008

Game-Changing Strategies: How to Create New Market Space in Established Industries by Breaking the Rules

Strategy, Innovation, and Change: Challenges for Management

#### 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



Constantinos was excellent. He was very professional and competent as well as being exceedingly entertaining - Global Brewery

