

Prof. Costas Markides

Professor of Strategic and International Management at LBS

CSA CELEBRITY SPEAKERS

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.

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

Im Einzelnen

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.

Seine Vorträge

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.

Sein Vortragsstil

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

Themen

- 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

Sprachen

Vorträge hält er auf Englisch.

Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.^Wie können Sie den Redner/die Rednerin buchen?Per Telefon oder E-Mail.

Video

Publikationen

2021

Organising for the New Normal: Preparing your Organisation for the Journey of Continuous Disruption

2008

Strategy, Innovation, anc Change: Callenges for Mangement (with Robert Galavan, John Murray)

2004

Fast Second. How smart companies bypass radical innovation to conquer new markets

2002

Strategische Positionierung. So wird Ihr Unternehmen einzigartig

2001

So wird Ihr Unternehmen einzigartig. Ein Praxisleitfaden für professionelle Strategieentwicklung