



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

Professor Peter Lorange

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For leading corporations, talent is perhaps the only truly sustainable competitive advantage. In light of this, leading international corporations need to be staffed by the best possible executive talent from around the world. This talent revolution places a burden on business schools to offer highly focused learning, based on practical research. In addition, business schools face fierce competition in this sector, not least from the rapid growth in management education in India and South East Asia. Thought Leadership Meets Business offers significant insights into the factors that have led to the delivery of high-quality executive education at the top-ranking International Institute for Management Development (IMD). Drawing on the experience and wisdom gained by IMD President Peter Lorange over a distinguished career of more than twenty years, this book offers a powerful model for business school success.

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