

COSTAS MARKIDES

Biographical Note

Costas Markides is Professor of Strategic and International Management and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. 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.

He serves on the Editorial Boards of several academic journals including the Strategic Management Journal, the Academy of Management Journal, the Journal of Management and Governance, the Sloan Management Review and the European Management Journal. He is a member of the Academy of Management and the Strategic Management Society and was a *Fellow* of the World Economic Forum in Davos, Switzerland during 1999-2003.

He has done research and published on the topics of strategic innovation, business-model innovation, diversification and international acquisitions. His book: All the Right Moves: A Guide to Crafting Breakthrough Strategy was published by HBS Press in 2000 and was shortlisted for the Igor Ansoff Strategic Management Award 2000 as the best strategy book of the past two years. His next book (with Paul Geroski), entitled Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets was published in January 2005 and was on the Short List of the *Financial Times-Goldman Sachs Management Book of the Year* in 2005. His latest book was entitled: Game-Changing Strategies: How to Create new Market Space in Established Industries by Breaking the Rules and was published by Jossey-Bass in June 2008. He is currently working on his new book, provisionally entitled: Deep Change: How to achieve change that lasts.

His current research interests include the management of diversified firms and the use of innovation and creativity to achieve strategic breakthroughs.