

IMD high-flyer switches to LBS

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BRIEFING

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Nirmalya Kumar, star marketing professor at IMD in Switzerland, is to move to London Business School, writes *Della Bradshaw*.

Prof Kumar has previously taught at Harvard Business School as well as Kellogg and London and is a prolific writer of case studies and articles in practitioner journals such as Harvard Business Review.

As a student he received his PhD from the Kellogg school at Northwestern University and won the Marketing Science Institute's award for his dissertation.

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