



Prof. Philip Rosenzweig

Professor of Strategy and International Management at IMD



CSA CELEBRITY SPEAKERS

Philip Rosenzweig is Professor of Strategy and International Management at IMD. His research and teaching focus on the challenges of managing people in multinational firms. Areas of interest include career management; cross-cultural management and leadership; work-place standards and human rights.

"The best global companies excel at sharing knowledge."

In detail

He received several academic honors, including the UNISYS fellowship and a dean's fellowship from the University of Pennsylvania, and the Watts memorial fellowship at UCSB. Prior to joining IMD, he was assistant professor at Harvard Business School from 1990 to 1996. In addition to his academic experience, he worked with Hewlett-Packard Company in California from 1979 to 1986. He has consulted numerous firms in Europe and North America, and has taught executive courses in North America, South America, Europe, Japan, Singapore and the Middle East. He is also the author of numerous case studies on firms including Microsoft, Daimler Benz, Matsushita, Renault, Heineken, Rhône-Poulenc, Accor, MTN, Dubai Aluminium, and Vodafone.

What he offers you

Drawing on 25 years of business and academic experience, Professor Philip Rosenzweig demonstrates how to excel in managerial decision making and how to orchestrate winning performance. Audiences will be also be able benefit from his specialist knowledge in the fields of global strategy, foreign direct investment, multinational organization design and customer service.

How he presents

Professor Philip Rosenzweig is a highly professional and thought-provoking speaker.

Topics

Cross-cultural Management and Leadership
Globalization and Managing Global Organisations
Building Global Teams
Workforce Diversity and Consistency

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.

Publications

2005

Entering New Markets, Rosenzweig, Philip, Smart Manager (The), 2005, p. 45-49

2004

Tomorrow's Global Workforce, Rosenzweig, Philip, Toronto: J. Wiley and Sons, 2004, p. 1007-1020

A Chapter to the Next Generation Business Handbook

What do we Think Happened at ABB?: Pitfalls in Research about Firm Performance, Rosenzweig, Philip, International Journal of Management and Decision Making, p. 267-281

2002

International Management: Text and Cases (co-authored)

2001

Accelerating International Growth (co-authored)