

Prof. Costas Markides

Professor of Strategic and International Management at LBS

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

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.

TOPICS:

- 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

LANGUAGES:

He presents in English.

PUBLICATIONS:

2024	Diversification in the Age of Data and AI
2023	Business Model Innovation: Strategic and Organizational Issues for Established Firms
2021	Organising for the New Normal: Preparing your Organisation for the Journey of Continuous Disruption
2008	Game-Changing Strategies: How to Create New Market Space in Established Industries by Breaking the Rules

2004 Fast Second: How Smart Companies Bypass Radical Innovation to Conquer New Markets

2001 Strategic Thinking for the Next Economy (with M Cusumano, Jossey-Bass)

IN DETAIL:

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.

WHAT HE OFFERS YOU:

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.

HOW HE PRESENTS:

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