

PRESS RELEASE

EMBARGOED UNTIL 07.00 am on Wednesday 05 October 2011

BUSINESS GURUS SHORTLISTED FOR GLOBAL MANAGEMENT AWARDS

The Thinkers50, the premier ranking of global business thinkers, today announced the shortlisted nominees for this year's prestigious awards. For 2011, the ranking will include new awards in seven categories: Breakthrough Idea; Innovation; Strategy; Leadership; Global Village; Future Thinker; and the Thinkers50 Best Business Book.

This year's awards highlight thinkers whose ideas have the potential to change the world for the better. Nominations for the Breakthrough Idea, for example, include the \$300 house – an idea put forward by Vijay Govindarajan and Christian Sarkar in a 2010 blog that set off a campaign to re-invent housing for the world's poorest people. In the Innovation category, Harvard's Clayton Christensen is shortlisted for his ideas on disruptive innovation, which are now being applied to social challenges including healthcare and education.

“The Thinkers50 is a celebration of the very best new management thinking,” says Des Dearlove, who created the Thinkers50 with Stuart Crainer in 2001. “We are looking for ideas with a potential impact that extends beyond the business world to address issues ranging from reducing poverty to building a sustainable model of capitalism.”

In November 2011, gurus from around the world will converge on London for an Oscars-like event to discover who has won the prestigious new awards. The shortlists include business experts from more than 10 nationalities, including five from India; two each from China and Korea; three from Canada; one each from Cuba and Holland; and a Cypriot. The shortlists also include seven women – among them two Chinese gurus. (The full shortlists are below.)

“It is great to see such diversity on the shortlists,” says Thinkers50 co-founder Stuart Crainer. “Too much business thinking has long been pale, male and stale. The thinkers we are now encountering, especially those on our new shortlists, demonstrate that is beginning to change.”

The winners will be announced at an awards gala and summit on 14 & 15 November 2011. This year, the Thinkers50 is joining forces with events organiser Benchmark for Business for the first ever Thinkers50 Summit at the Lancaster Hotel in London. The *Harvard Business Review* is the Thinkers50 2011 media sponsor.

About the Thinkers50

Developed and owned by Des Dearlove and Stuart Crainer, the definitive global ranking of management thinkers is published every two years. The 2009 winner was CK Prahalad. The previous winners were Michael Porter (2005) and Peter Drucker (2001 and 2003). The ranking is based on voting at the Thinkers50 website (www.thinkers50.com), followed by input from a panel of advisers led by Stuart Crainer and Des Dearlove.

The Thinkers50 2011 advisers drawn from America, Asia, the Middle East and Europe are: Mohi Ahmed, Corporate Brand Office, Fujitsu; Mary Glenn, Associate Publisher, Business & Finance, McGraw Hill; Santiago Iniguez, Dean, IE Business School; Kevin Kelly, CEO, Heidrick & Struggles; Josh Macht, Group Publisher, Harvard Business Review

Group; Steve Mostyn, Associate Fellow, Saïd Business School, at the University of Oxford; Dr Ali Qassim Al Lawati of Abu Dhabi's Department of Economic Development; and Richard Stagg, Editorial Director of Financial Times Prentice Hall.

The Thinkers50 has ten established criteria by which thinkers are evaluated -- originality of ideas; practicality of ideas; presentation style; written communication; loyalty of followers; business sense; international outlook; rigor of research; impact of ideas and the elusive guru factor.

About Stuart Crainer and Des Dearlove

Des Dearlove & Stuart Crainer (www.crainderdearlove.com) are the founders and directors of the Thinkers50. They describe their work as "bringing ideas to life". They are adjunct professors at IE Business School. Stuart is editor of *Business Strategy Review*. Des is an associate fellow of Oxford University's Saïd Business School. Stuart and Des are the authors of more than 15 books available in 20 languages. Former columnists to *The (London) Times*, they are editors of *The Financial Times Handbook of Management*.

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www.thinkers50.com

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THINKERS50 2011: THE BREAKTHROUGH IDEA AWARD SHORTLIST

Which management idea has emerged over the last two years with the potential to change the world? We are looking for ideas, which, practically and inspirationally, challenge managers to change their worlds.

Shortlist:

Vijay Govindarajan: The \$300 house. An August 2010 blog by Govindarajan and Christian Sarkar set off a campaign to re-invent housing for the world's poorest people.

Umair Haque: Capitalism 2.0. The director of Havas Media Lab and author of *The New Capitalist Manifesto*, offers a blueprint for an alternative form of capitalism.

Roger Martin: Integrative Thinking In *The Opposable Mind*, the Rotman dean champions integrative thinking as a means of solving complex problems.

Michael Porter: Shared Value The great Harvard strategist reinvents the purpose of the corporation: it is no longer solely about shareholder value but also value for society.

Linda Scott: The Double X Economy Not enough women on boards? Saïd Business School's Scott offers bigger thinking, looking at the global economy of women.

Teresa Amabile: The Progress Principle The chemist, psychologist and Harvard professor champions small wins as the way to ignite joy, engagement and creativity.

THINKERS50 2011: THE LEADERSHIP AWARD SHORTLIST Sponsored by the Open University

Which thinker has contributed most significantly to our understanding of leadership over the last two years?

Shortlist:

Herminia Ibarra The Cuban-born Insead professor made an impact with her 2003 book, *Working Identity*. Now, her research asks: Are you a collaborative leader?

Marcus Buckingham With a string of best sellers to his name and a reputation as a charismatic speaker, Buckingham argues that we should all play to our strengths.

Linda Hill Harvard's Linda Hill is the author, with Kent Lineback, of *Being the Boss: The 3 Imperatives of Becoming a Great Leader*. Her other books include *Becoming a Manager*. Her current research looks at leadership for innovation.

Marshall Goldsmith Author of the bestsellers *What Got You Here Won't Get You There*, and *Mojo*, Marshall Goldsmith is corporate America's favourite executive coach. His success is built on a no-nonsense approach to leaders and leadership and a Buddhist philosophy.

Jeffrey Pfeffer A Stanford professor since 1979, Pfeffer is a prolific writer. His books include *The Knowing-Doing Gap* (with Bob Sutton). Championed evidence-based management and his latest book examines why some people have power and others do not.

Rob Goffee & Gareth Jones Goffee and Jones of London Business School and IE Business School, respectively, penned the *HBR* article *Why Should Anyone Be Led By You?* It won the McKinsey Prize and was followed by the book of the same name. Their latest tome, *Clever*, deals with how to lead the smartest people in the room.

THINKERS50 2011: THE GLOBAL VILLAGE AWARD SHORTLIST

This award is given to the thinker who has contributed most to our understanding of globalisation and the new frontiers established by the emerging markets.

Shortlist:

Tom Friedman Pulitzer Prize winning, *New York Times* foreign affairs journalist who wanted to be a golf pro until interests in the Middle East and journalism kicked in. Best known for *The Lexus and the Olive Tree* and *The World is Flat* which has sold more than 4 million copies.

Pankaj Ghemawat Became the youngest ever Harvard Business School professor in 1991. Now, based at IESE in Spain. His new book, *World 3.0* offers a unique take on global prosperity and how to achieve it.

Nirmalya Kumar London Business School's Kumar star has been in the ascendant alongside that of India. His latest book, *India Inside* (with Phanish Puranam) provides a compelling take on the reality behind the stereotypes and hyperbole.

Don Tapscott Author of several bestsellers (*Growing Up Digital*, *Wikinomics* et al), the Canadian dominates the crowded space looking at generational changes and our changing and often confusing relationship with technology. His latest book is *Macrowikinomics*.

Fons Trompenaars Trompenaars' 1997 book, *Riding the Waves of Culture*, remains the reference book for all who lead across different cultures. The Dutch Trompenaars is a charismatic performer and compelling global thinker on how best to reconcile our differences.

Haiyan Wang The managing partner of the China India Institute is US-based and Chinese-born. Co-author of two books, *Getting China and India Right* and *The Quest for Global Dominance*, Wang advises on what it takes to succeed in the new world order.

THINKERS50 2011: THE INNOVATION AWARD SHORTLIST

Sponsored by Fujitsu

Which management thinker is re-shaping the way we think about and practice innovation?

Shortlist:

Henry Chesbrough Champion of open innovation, now applying the same idea to service innovation. Director of Center for Open Innovation at Haas School in California.

Clayton Christensen Harvard doyen of disruptive innovation. The author of *The Innovator's Dilemma* (1997), has been busy applying theories to classrooms and healthcare among other things. Founder of consulting firm Innosight.

Vijay Govindarajan Indian-born professor at Dartmouth's Tuck School. Recent champion of the \$300 house and concept of reverse innovation which emerged from time spent as professor in residence and chief innovation consultant at General Electric.

Joi Ito Japanese-born, global citizen and fourth director of MIT's Media Lab. One time venture capitalist and college drop out. Now, charged with "providing context and innovation for the future".

Costas Markides Cyprus-born, London Business School professor. Champions use of management to solve some of the world's biggest problems. Charismatic classroom and conference performer.

Teresa Amabile Author of *The Progress Principle*, Harvard professor, originally trained as a chemist and then a psychologist.

THINKERS50 2011: THE STRATEGY AWARD SHORTLIST

If you were the CEO of a major corporation who would you turn to for practical and imaginative strategic advice? Who could see your world in a new light and figure out a way through the competitive complexity?

Shortlist:

Richard D'Aveni The creator of the term hypercompetition in the 90s now observes we have “hypercompetition on steroids”. Author of *Beating the Commodity Trap* and upcoming *Strategic Capitalism*.

W Chan Kim & Renée Mauborgne *Blue Ocean Strategy* is the business book of the last decade. The Insead professors are working on a sequel and overseeing their ideas being put to work around the world.

Michael Porter The creator of the five forces framework, topped the Thinkers50 in 2005. In the last five years has staged a renaissance, applying his mind to healthcare and championing the concept of shared value.

Richard Rumelt Author of *Good Strategy/Bad Strategy*, UCLA professor, lauded as “strategy’s strategist”. Originally an electrical engineer, describes strategy as “a set of practical actions for moving forward”.

Henry Mintzberg Made his name with *The Nature of Managerial Work* in 1973. Cemented by *The Rise and Fall of Strategic Planning* and, most recently, by the characteristically individual *Managing*. The Canadian is a staunch critic of MBA programmes and cheerfully iconoclastic.

Rita McGrath Columbia Business School’s Rita McGrath is an expert on strategic business growth in uncertain environments. Her latest book is *Discovery Driven Growth* (with Ian MacMillan) which promises a breakthrough process to reduce risk and seize opportunities. A former IT director, she is also co-author of *The Entrepreneurial Mindset* and *Marketbusters*.

THINKERS50 2011: THE FUTURE THINKER AWARD SHORTLIST

Which thinker has emerged over the last two years with the potential to change the world of theory and practice?

Shortlist:

Ranjay Gulati Harvard Business School’s Gulati focuses on interorganisational relationship. His latest book is *Re-Organize For Resilience*, which, among other things, argues that companies need to put customers at the centre of their business.

Umair Haque The director of Havas Media Lab and author of *The New Capitalist Manifesto*, offers a blueprint for an alternative form of capitalism. Originally a

neuroscientist, the London-based consultant and author is also founder of Bubblegeneration, a consulting firm.

Chip & Dan Heath Engaging Stanford professor Chip Heath and his brother Dan are co-authors of *Made to Stick*. The book examines why some ideas – from urban myths to business myths – stick in people’s minds, while others fade away.

Sung Joo Kim One of the best known and most celebrated business leaders in Asia, Kim was educated in the US and UK. Began her career in Bloomingdale’s and went on to found the Sungjoo Group which operates more than 90 retail stores. Her book *Beautiful Outcast/Wake up Call* was a bestseller in Korea.

Lucy P Marcus Anglo-American board chair and non-exec director has emerged as the voice setting the agenda on future proofing boardrooms and companies. The CEO of Marcus Venture Consulting, her expertise embraces best practice in governance, investment and entrepreneurship.

Dong Mingzhu President of Gree Electric Appliances and author of one of the most influential business books in China, *Check Around the World*. With annual growth topping 30 per cent annually since 2005, no wonder people are queuing up to read her take on management.

THINKERS50 2011: THE THINKERS 50 BOOK AWARD SHORTLIST

Which business book has made the outstanding contribution to management thinking over the last two years?

Shortlist:

Julian Birkinshaw – *Reinventing Management* (Jossey-Bass)

Pankaj Ghemawat – *World 3.0* (HBR Press)

Roger Martin – *Fixing the Game* (HBR Press)

Vineet Nayar – *Employees First, Customers Second* (HBR Press)

Richard Rumelt – *Good Strategy/Bad Strategy* (Profile)

Don Tapscott and Anthony D. Williams – *Macrowikinomics* (Portfolio Penguin)

Linda Hill and Kent Lineback – *Being the Boss* (HBR Press)