



PRESS RELEASE

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IKUJIRO NONAKA TO RECEIVE THINKERS50 LIFETIME ACHIEVEMENT AWARD AND INDUCTED INTO THINKERS50 HALL OF FAME

LONDON – Thinkers50, the premier ranking of global business thinkers, today announced that Ikujiro Nonaka is to be the recipient of its 2013 Lifetime Achievement Award. He is also inducted into the new Thinkers50 Hall of Fame which celebrates the key business thinkers of our times. “These are the giants of the business discipline on whose shoulders all thinkers and practitioners now stand,” says Thinkers50 co-founder Stuart Crainer. The first members of the Hall of Fame alongside Professor Nonaka are Chris Argyris, Warren Bennis, Howard Gardner, Charles Handy, Robert Kaplan & David Norton, Philip Kotler, Henry Mintzberg, Kenichi Ohmae and Tom Peters.

“The Lifetime Achievement Award is given to someone who has had a long-term impact on the way people think about and practice management,” explained Thinkers50 co-founder Des Dearlove. “Ikujiro Nonaka has done just that. He has helped further our knowledge of Japanese management, has helped build mutual understanding and led the way in how we understand the importance of knowledge as a competitive advantage.”

Professor Nonaka became interested in management and organization while working for Fuji Electric in 1958. He ended up working for the company for nine years and noticed that most of the new theories and methods introduced in Japan were coming from the US. He quit his job and left to study in the US. “My ambition was to develop a new, original, made in Japan theory, rather than borrowing theories from elsewhere,” Nonaka says in a speech about his career filmed by Thinkers50 and now available at www.thinkers50.com.

Nonaka went to the University of California at Berkeley, and worked, in particular, with David Teece. His best-known work is in the area of knowledge management. He is co-author (with Hirotaka Takeuchi) of *The Knowledge-Creating Company*.

“I see management as a way of life,” says Nonaka. “Instead of simply chasing numbers, wise leaders focus on shaping the future together with others considering shared contexts and the common good. Such leaders can judge goodness and set good goals; they can grasp the essence and perceive reality as it is; they create shared contexts or dynamic *ba*; articulate and communicate the essence as a story; exercise political power to realize such a story; and foster practical wisdom (*phronesis*) in others to continue their transformation journey.”

Ikujiro Nonaka will receive his award at the Thinkers50 awards evening on 11 November 2013 at Drapers’ Hall in London at an event which will be attended by management thinkers from throughout the world.

About the Thinkers50

The definitive global ranking of management thinkers is published every two years. The 2011 winner was Professor Clayton Christensen of Harvard Business School. The previous winners were CK Prahalad (2009 and 2007); Michael Porter (2005) and Peter Drucker (2001 and 2003). The ranking is based on voting at the Thinkers50 website, followed by input from a panel of advisers led by Stuart Crainer and Des Dearlove.

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 ability to inspire.

About Stuart Crainer and Des Dearlove

Des Dearlove & Stuart Crainer (www.crainerdearlove.com) are the founders and directors of the Thinkers50. They describe their work as “bringing ideas to life.” 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*. McGraw Hill will launch a new Thinkers50 series of books in November.

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