



## **PRESS RELEASE**

14 November 2013

### **ROGER MARTIN & AG LAFLEY WIN 2013 THINKERS50 BEST BOOK AWARD FOR *PLAYING TO WIN***

LONDON – AG Lafley and Roger Martin have won the Thinkers50 Best Book Award for 2013 for their book *Playing to Win: How Strategy Really Works*, by (HBR Press, 2013). The result was announced at a glittering awards ceremony at Drapers' Hall, London.

Roger Martin is the former dean of the Rotman School of Management at the University of Toronto (where he now holds Premier's Chair in Productivity and Competitiveness). He is best known for his work on integrative thinking as a means of solving complex problems. His other bestsellers include *The Opposable Mind* (2008), *The Design of Business: Why Design Thinking is the Next Competitive Advantage* (2009), and *Fixing the Game: Bubbles, Crashes and What Capitalism can Learn from the NFL* (2011).

The chairman, president, and CEO of Procter & Gamble, AG Lafley led the company's renaissance and then retired in 2010. At that point the former management consultant concentrated on thought leadership. He rejoined P&G in May 2013.

"*Playing to Win* provides riveting insights into the reality of strategy on the ground at a major organization," says Thinkers50 co-founder Des Dearlove. "It is a thoughtful and practical book combining the wisdom of a practitioner with the insights of a considerable thinker."

The Thinkers50 Book Award answers the question, "Which business book has made the outstanding contribution to management thinking over the last two years?" The other books shortlisted for the award were:

*How Will You Measure Your Life: Finding Fulfillment Using Lessons from Some of the World's Greatest Businesses*, by Clayton Christensen, James Allworth and Karen Dillon (HarperBusiness, 2012)

*Great by Choice: Uncertainty, Chaos and Luck – Why Some Thrive Despite Them All*, by Jim Collins & Morten Hansen (HarperBusiness, 2011)

*Reinventing Giants: How Chinese Global Competitor Haier Changed the Way Big Companies Transform*, by Bill Fischer, Umberto Lago, and Fang Liu (Jossey-Bass, 2013)

*Give and Take: A Revolutionary Approach to Success*, by Adam Grant (Viking, 2013)

*The End of Competitive Advantage: How to Keep Your Strategy Moving As Fast as Your Business*, by Rita McGrath (HBR Press, 2013)

*To Sell is Human: The Surprising Truth About Persuading, Convincing, and Influencing Others*, by Daniel Pink (Riverhead Books, 2012)

*Lean In: Women, Work and the Will to Lead*, by Sheryl Sandberg (Knopf, 2013)

### **About Thinkers50**

Thinkers50 scans, ranks and shares the best management ideas in the world and has been doing so since 2001.

### **About Stuart Crainer and Des Dearlove**

Des Dearlove and Stuart Crainer ([www.craingerdearlove.com](http://www.craingerdearlove.com)) are the founders and directors of Thinkers50. 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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