



## **PRESS RELEASE**

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### **COLUMBIA BUSINESS SCHOOL'S RITA McGRATH WINS 2013 THINKERS50 STRATEGY AWARD**

LONDON – Rita Gunther McGrath, an associate professor of management at Columbia Business School, received the Thinkers50 Strategy Award for 2013 at a glittering awards ceremony at Drapers' Hall, London. The award was sponsored this year by the Chartered Institute of Management Accountants.

Rita McGrath is the author of a string of well-received *Harvard Business Review* articles. She is the author of three books in addition to her latest bestseller, *The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business* (HBR Press, 2013).

“From Sun Tzu to Igor Ansoff, Machiavelli to Mintzberg, strategy has occupied some of the best brains in the universe,” says Thinkers50 cofounder Stuart Crainer. “Today is no exception. The shortlist for the award was an exceptional list. But Rita McGrath’s work stood out. It is accessible and authoritative, with a restless inquisitive energy and a boldness which marks it apart.”

The Thinkers50 Awards were introduced in 2011 to recognize top management thinkers for distinguished achievement. The Strategy Award honours the thinker recognized for the ability to see the world in a new light and figure a way through competitive complexity.

The other shortlisted thinkers for the Strategy Award were:

**Erik Brynjolfsson:** The Schussel Family Professor of Management at the MIT Sloan School of Management, director of the MIT Center for Digital Business and a research associate at the National Bureau of Economic Research, Brynjolfsson’s work focuses on how businesses can effectively use information technology. He is the author (with Andrew McAfee) of *Race Against the Machine* (Digital Frontier Press, 2012).

**Laurence Capron:** The co-author of *Build, Borrow or Buy: Solving the Growth Dilemma* (HBR Press, 2012), Laurence Capron is a professor of strategy at INSEAD. She joined INSEAD in 1997 and directed the INSEAD-Wharton alliance from 2007 until 2010. She has taught at MIT Sloan, Wharton, and the Kellogg School of Management.

**Richard D’Aveni:** The Bakala Professor of Strategy at the Tuck School of Business at Dartmouth College, D’Aveni is the author of a number of highly influential books including *Hypercompetition*, (Free Press, 1994) and *Beating the Commodity Trap*

(HBR Press, 2009). Most recently, in *Strategic Capitalism* (McGraw-Hill, 2012), he has turned his strategic lens to China and how best the United States, and other nations, can respond to the competitive threat now posed.

**Roger Martin:** The former dean of Rotman School of Management at the University of Toronto, Martin has written compellingly about the importance of design thinking. Most recently, he is the co-author (with AG Lafley, chairman of Procter & Gamble) of *Playing to Win: How Strategy Really Works* (HBR Press, 2013), a practical approach to winning strategy. He now holds Premier's Chair in Productivity and Competitiveness at Rotman.

**Cynthia Montgomery:** The Timken Professor of Business Administration and former chair of the strategy unit at Harvard Business School, Montgomery's latest book is *The Strategist: Be the Leader Your Business Needs* (HarperBusiness, 2012).

**Richard Rumelt:** The Harry and Elsa Kunin Chair in Business and Society at UCLA's Anderson School of Management, Rumelt has been described as the "strategist's strategist." He has authored or co-authored numerous business publications, including *Strategy, Structure, and Economic Performance* (Harvard Business, 1974), *Fundamental Issues in Strategy* (Harvard Business Press, 1994), and *Good Strategy/Bad Strategy* (Crown, 2011).

**Chris Zook:** A partner at Bain & Co. where he leads its Global Strategy Practice, Zook's books include the *Profit from the Core* trilogy and his most recent book, *Repeatability* (HBR Press, 2012) which expands on the themes of the trilogy. It argues that complexity is a silent killer of profitable growth, while successful companies endure by maintaining simplicity at their core.

### **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 & Stuart Crainer ([www.crainerdearlove.com](http://www.crainerdearlove.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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