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Harvard Business Review, John P. Kotter, Clayton M. Christensen, Reneacute;e A. Mauborgne, W. Chan Kim

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About the Author Karen Berman and Joseph Knight are the founders of the Los Angeles-based Business Literacy Institute. They train managers at organizations such as American Express, PG, Pacific Life, GM and Tyco International. Clayton M. Christensen is the Kim B. Clark Professor of Business Administration at Harvard Business School and the author of eight critically acclaimed books, including the bestsellers *How Will You Measure Your Life?*, *The Innovator's Solution*, and *Disrupting Class*. Regarded by many as the authority on leadership and change, John P. Kotter is internationally regarded as the foremost authority on the topics of leadership and change. He is the Konosuke Matsushita Professor of Leadership, Emeritus, at Harvard Business School and cofounder of Kotter International. A.G. Lafley is former Chairman of the Board, President, and Chief Executive Officer of Procter Gamble. Roger Martin is Dean of the University of Toronto's Rotman School of Management and an adviser to CEOs on strategy, design, innovation, and integrative thinking. W. Chan Kim is codirector of the INSEAD Blue Ocean Strategy Institute and The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France. Renee Mauborgne is the INSEAD Distinguished Fellow and a professor of strategy at INSEAD. She is also codirector of the INSEAD Blue Ocean Strategy Institute.