



Doing Research That Matters: Shaping the Future of Management

Marco Busi

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If you believe the impact of management research and education is in decline, this book will help. Doing research that matters looks at an old issue from a new perspective, taking a fresh and cross-disciplinary approach to learning how we can contribute with our work to shaping the future of management. Readers are invited to sit back and relax while they are taken on a journey through the views and work of a group of exemplary professionals: top-management gurus Rob Goffee, Robert Kaplan, Barbara Kellerman, Philip Kotler, John Kotter, Howard Gardner, Costas Markides, Roger Martin, Henry Mintzberg and David Ulrich; Nobel Laureates Gerhard Ertl, Doug Osheroff, Elinor Ostrom, Jack Szostack and Harald zur Hausen; and world renowned astrophysicist Margherita Hack. In his quest to become a better management innovator, Marco Busi shares the wisdom he gained from these interviews to highlight patterns in the way pioneers identify a problem worth researching, generate an outcome worth spreading, and generally conduct a career worth having.

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