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The possibilities of being a second mover will appeal to anyone who is interested in innovation, planning, new product marketing, or social and economic change. About the Authors Constantinos C. Markides is a professor of strategic leadership at the London Business School, and wrote All the Right Moves and other works.

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Fast Second - Harvard Business Review

Constantinos C. Markides (born 1960) Cypriot management educator and Robert P. Bauman Professor of Strategic Leadership at London Business School (London, UK), since 1990. He was listed among the Forbes.com list of Most Influential Management Gurus (2009). Life and work

Constantinos C. Markides - Wikipedia

Professor Markides' book, All the Right Moves: A Guide to Crafting Breakthrough Strategy was shortlisted for the Igor Ansoff Strategic Management Award in 2000. Similarly, his Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets (with the late Paul Geroski), was on the shortlist for the Financial Times-Goldman Sachs Management Book of the Year in 2005.

Costas Markides | London Business School

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