
Costas Markides



Costas Markides is Professor of Strategy and Entrepreneurship and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School.

He serves on the Editorial Boards of several academic journals and is on the Board of Directors of the Strategic Management Society. Costas Markides was a fellow at the World Economic Forum in Davos during 1999-2003 and in 2012-2013.

Repeatedly ranked among the world's top 50 business thinkers by the Thinkers50, Markides is recognised as one of the world's foremost experts on strategy and innovation. An internationally acclaimed teacher, Markides has researched the topics of strategic innovation, business model innovation, diversification and international acquisitions.

His work explores how established companies could pursue radical or disruptive innovation and how they can compete with two business models in the same industry. He also examines how companies can create a culture of continuous innovation and the role that individual managers play in making a company more innovative.

In recent years, Costas Markides has increasingly turned his attention to social issues and studies how management ideas can be used to address social problems such as drug related crime, poverty and malnutrition.

His forthcoming book *Architects of Change* explores how individuals could design innovative solutions to social problems in ways that make them easily scalable. He also examines how a decentralised change process could be used to scale up social innovations and diffuse them globally.

Costas Markides has published several books on the topics of strategy and innovation including the best-selling books: *All the Right Moves: A Guide to Crafting Breakthrough Strategy* (HBS Press, 2000); *Fast Second* (Wiley, 2004) and *Game-Changing Strategies: How to Create new Market Space in Established Industries by Breaking the Rules* (Wiley 2008). He is currently working on his new book entitled: *From Idea to Impact: How to scale up and diffuse social innovations*.