

A tribute to the Intellectual Legacy of CK Prahalad

- Get more for less
- There are no “sacred cows”, what’s the real problem?
- There has to be a better way!
- Be a challenger, a rebel, an “agent-provocateur”
- A change of perspective is worth a lot!
- Be theoretically abductive: use theories as tools
- Build on extent literature but don’t become hostage
- Be humble and respectful of data, and managers
- Make the world a better place, show the way...