



## DON SULL

Business and Management Guru

---

Donald Sull has been identified as a guru by the Economist and Fortune magazines, which named his theory of active inertia as an idea that has shaped business management over the past century.

Sull is a global authority on how organizations thrive in turbulent markets. He is Professor of Management Practice in Strategic and International Management and Faculty Director of Executive Education at the London Business School, where he designed, directs and

teaches an intensive week-long "boot camp" to help senior executives thrive in turbulent markets.

Prof. Sull has published four books and over 100 case studies, book chapters and articles. His latest book, entitled "The Upside of Turbulence", was published by HarperBusiness in October 2009. His previous book, "Made in China", (Harvard Business School Press, 2005) was named one of the top eight business books of 2005 by the Financial Times.

His book "Why Good Companies Go Bad" (Harvard Business School Press, 2005) was a finalist for the Academy of Management's Outstanding Management Book Award and translated into eight languages. His academic research awards include the Dively Award for outstanding dissertation and the Newcomen Prize for the best business history article.

Prior to academia, he worked as a consultant with McKinsey & Company, and as a management investor with the leveraged buyout firm Clayton, Dubilier & Rice. He is an active investor in several technology start-ups, and advises executives in multinational firms. He is frequently interviewed by the BBC and CNN, among others.

Prof. Sull has won teaching awards at the London Business School and Harvard University. He received his AB, MBA, and doctorate from Harvard University, and served as a Professor of Entrepreneurship at Harvard Business School before rejoining the London Business School faculty.

## **TEMAS**

- Management
- Entrepreneurship
- Turbulent markets

---

## **PROGRAMAS**

**Made in China**

Executives worldwide have studied and emulated U.S entrepreneurs from Bill Gates to Michael Dell, yet we know next to nothing about the pioneers who are reshaping the world's second largest economy. In *Made in China*, Don Sull profiles eight of these formidable ventures to reveal the secrets behind their surprising success.

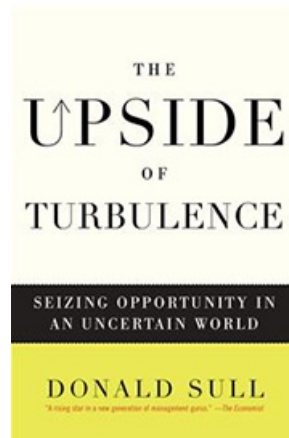
## Why Good Companies Go Bad

Much has been written about how companies can go from good to great, but the reality is that most companies go from good to bad, or worse. Based on extensive research into successful and failed transformations in many industries, Don Sull unveils a new model for change that centers around transformational commitments, specific actions and behaviors that help eliminate the status quo.

---

## PUBLICACIONES

### Libros



---

THE UPSIDE OF TURBULENCE

---