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…