

*The essence of strategy is choosing what not to do.*

# Michael E. Porter

Professor, Harvard Business School



## HIGHLIGHTS

Harvard Business School Professor Michael E. Porter is the **world's most influential thinker** on **competitive strategy** and **international competitiveness**, helping companies and governments at home and abroad develop their competitiveness initiatives.

He leads the Institute for Strategy and Competitiveness, created jointly by Harvard University and Harvard Business School to further his work.

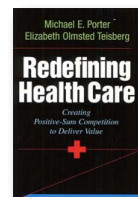
He also leads the school's executive education programs for CEOs of billion-dollar and larger corporations.

He is the founder, Chairman, and CEO of The Initiative for a Competitive Inner City.

With Jeffrey Sachs, Professor Porter has led the research to create the **Global Competitiveness Report**, an annual ranking of the competitiveness and growth prospects of 75 countries.

Michael Porter is the Bishop William Lawrence University Professor at the Harvard Business School.

*The world's most influential thinker on competitive business strategy.*



## CREDENTIALS

Appointed by President Reagan to the President's Commission on Industrial Competitiveness, 1983

Six-time recipient, McKinsey Award, with four first-place honors

Fourth faculty member in Harvard Business School history to earn the distinction of University professor

Fellow, International Academy of Management

Fellow, Academy of Management

Fellow, Royal Swedish Academy of Engineering Sciences

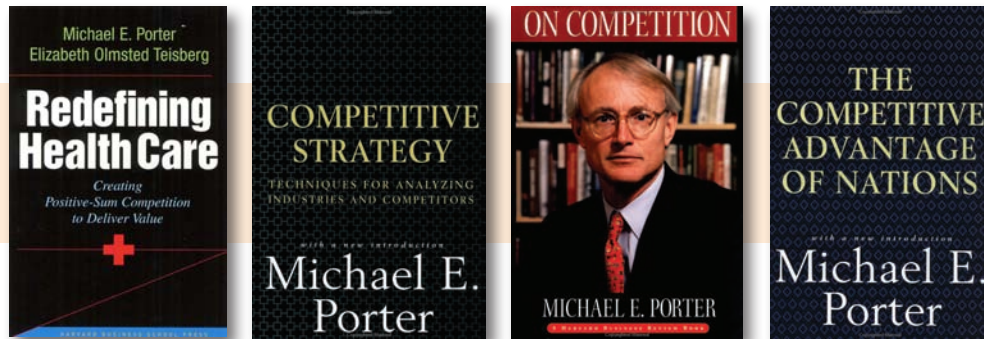
Recipient, first-ever Distinguished Award for Contribution to the Field of Management, International Academy of Management



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STRATEGY ■ INNOVATION

Professor, Harvard Business School



## Books

Professor Porter is the **author of 16 books** and over 85 articles, including works in several subcategories of competition.

His most recent book, *Redefining Health Care: Creating Positive-Sum Competition to Deliver Value*, reveals the underlying—and largely overlooked—causes of the health care crisis and lays out a breakthrough alternative framework for redefining health care competition based on what matters most—diagnosis, treatment and prevention of specific health conditions.

Other titles include the seminal works

*Competitive Strategy: Techniques for Analyzing Industries and Competitors*

*Competitive Advantage: Creating and Sustaining Superior Performance*

plus:

*On Competition*

*The Competitive Advantage of Nations*

*Cases in Competitive Strategy*