



Foundations of Corporate Success: How Business Strategies Add Value

By John Kay

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How did BMW recover from the verge of bankruptcy to become one of the Europe's strongest companies? Why did Saatchi and Saatchi's global strategy bring the company to its knees? Why has Philips outstanding record in innovation not been translated into success in the market? What can be learned from the marriage contract about the conduct of commercial negotiations? These are some of the questions addressed as John Kay asks What makes a business successful?

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Review

"an exceptionally powerful contribution to thinking on business strategy"--*Ian Hay Davison, Chairman of Storehouse*

"A fresh and insightful approach, blending theory and case studies, to the links between corporate culture, strategy and success."--*Sir Geoffrey Owen, former editor of the Financial Times*

About the Author

John Kay is a visiting Professor of Economics at the London School of Economics, a Fellow of St John's College, Oxford. He is a Fellow of the British Academy, a Fellow of the Royal Society of Edinburgh, and a member of the Scottish Government's Council of Economic Advisers. He is a director of several public companies and contributes a weekly column to the Financial Times. He is the author of many books, including *The Truth about Markets* (2003) and *The Long and the Short of It: finance and investment for normally intelligent people who are not in the industry* (2009) and his latest book, *Obliquity* was published by Profile Books in March 2010.

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