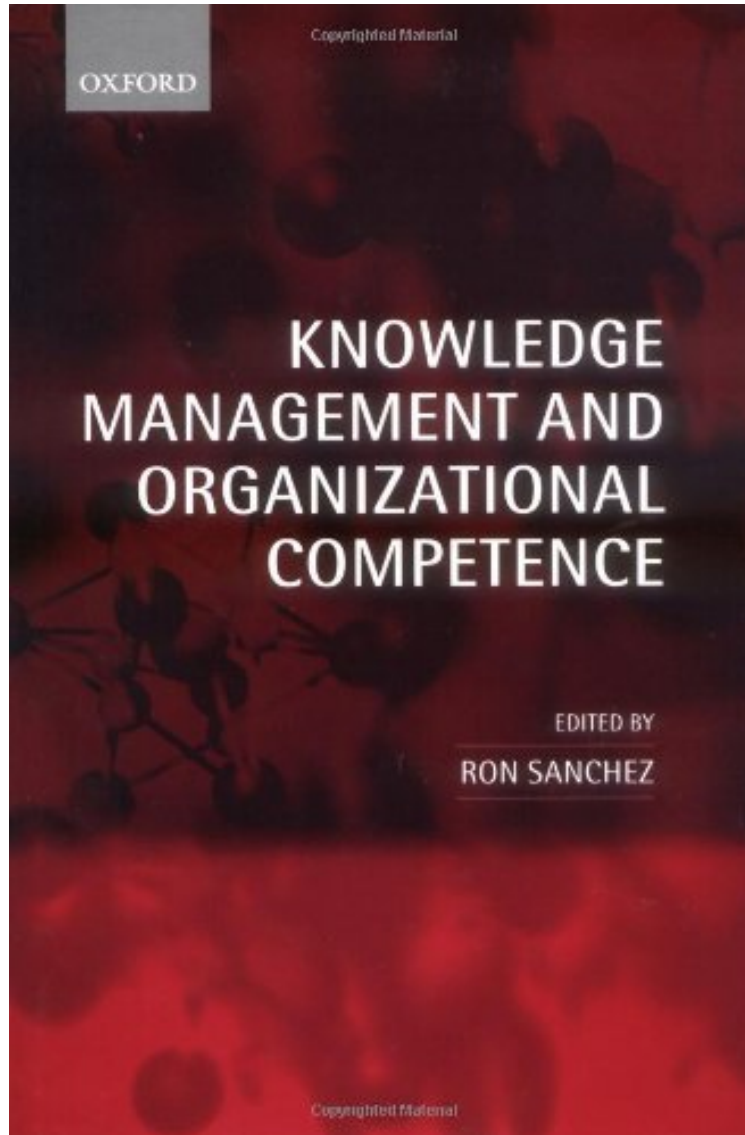


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Ron Sanchez

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About the Author Ron Sanchez is Professor of Strategy and Technology Management at the International Institute for Management Development (IMD) in Lausanne, Switzerland. From 1998-1999 he was a Visiting Professor of Management in the Department of Industrial Economics and Strategy at the Copenhagen Business School. Previous appointments have included Associate Professor of Management at the University of Western Australia, Assistant Professor of Policy and Strategy at the University of Illinois, and Visiting Professor of Strategic Management at ESSEC in France.