

GEORGE S. YIP

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- Co-Director of CEIBS Center on China Innovation



George Yip is Professor of Management and Co-Director of the Centre on China Innovation at China Europe International Business School, which is the top business school in mainland China. He is based in London, Shanghai, and Maine, U.S.A. He is a Fellow of the Academy of International Business and of the International Academy of Management. He is also a Visiting Professor at Imperial College Business School. He is Co-Executive Editor of Chinese Management Insights and serves on the Editorial Advisory Board of MIT Sloan Management Review.

Topics

- Asia
- China
- Economics
- Finance
- Innovation
- Management
- Strategy

From 2008 to 2011, he was Dean of Rotterdam School of Management, Erasmus University, a top six European business school with over 7,500 students. Before joining RSM, Yip was Vice President and Director of Research & Innovation at Capgemini Consulting. Other faculty positions have been at Harvard, UCLA, Cambridge and London business schools. Other business positions include at Unilever and Price Waterhouse, and various boards.

His latest book is *Strategic Transformation* (Palgrave Macmillan, 2013). The Financial Times said “Strategic Transformation is the chief executive’s in-depth guide to how to sustain and refresh strategy over time.” His previous book is *Managing Global Customers* (Oxford University Press, 2007). An earlier book, *Total Global Strategy: Managing for Worldwide Competitive Advantage* (Prentice Hall, 1992; 1995) was selected as one of the 30 best business books of 1992; has been published in ten languages, and a 3rd edition in 2012. Other books include *Asian Advantage: Key Strategies for Winning in the Asia-Pacific Region* (Addison Wesley/Perseus Books, 1998 and updated edition 2000) and *Strategies for Central and Eastern Europe* (Macmillan Business, 2000).

He holds B.A. and M.A. degrees in economics from Cambridge University; and MBAs from Cranfield School of Management and Harvard Business School, and a doctorate from Harvard. He is Chinese with American and British nationalities.

In his talks, George brings a unique combination of his Asian background, British eloquence and humor, and American expertise (including having been one of Michael Porter’s first doctoral students at Harvard Business School). He also blends academic rigor with business pragmatism, and draws on many company examples.

George is an outstanding speaker who has talked to top management groups and forums all over the world, including ABN Amro, American Express, Arab-Malaysian Bank, Arup, Ashland, Bank of America, BASF, Beiersdorf, Bertelsmann, Brown Forman, Carl Zeiss, Confederation of British Industries, Cisco, Concours Group, Corporate Research Forum, Deloitte Touche Tohmatsu, Delta Airlines, Deutsche Bank, Du Pont, Ernst & Young, Etisalat, GMAC, Honeywell, IBM, J-Phone (Japan), Industry Canada, Invensys, McKinsey, KPMG, Milliken, National Australia Bank, Nestlé, Nissan, Nokia, Philips, Peoplesoft, Pitney Bowes, Pricewaterhouse

Coopers, Ralston-Purina, SABIC, San Miguel, SAP, Sara Lee, Saudi Basic Industries Company, Singapore Airlines, Sonae, Sony, Strategic Account Management Association, ST Microelectronics, TAS, TransCanada, and Via Group; and for conferences held by Business Week, Far Eastern Economic Review, Forbes, Fortune, Global Competitiveness Forum (Saudi Arabia), Pacific Economic Congress (Vladivostok), World Economic Forum (Davos, Seoul, Dalian) and World Chinese Economic Forum.

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