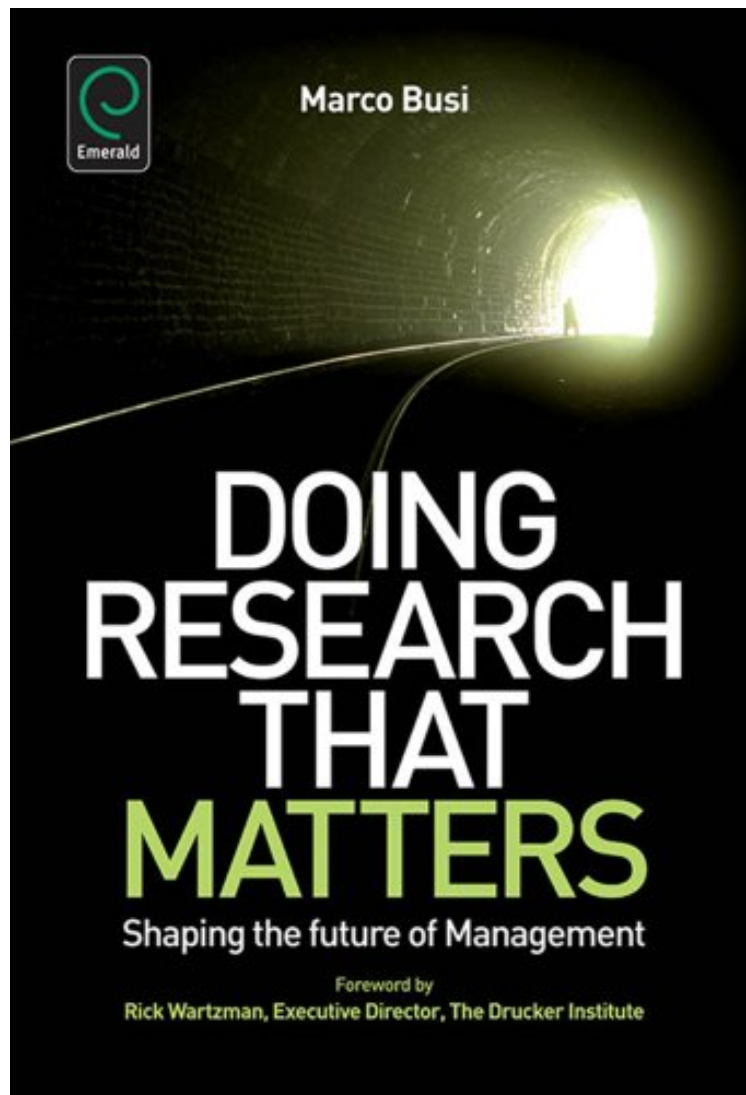


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Doing Research that Matters: Shaping the Future of Management Research

Marco Busi

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Marco Busi has achieved a remarkable thing with his new book. He has rigorously researched and intensively argued the trade off between academic research and practical application and raises questions that others do not dare or think to ask. Academic scholars, business leaders and editors should engage with his work - this is first class analysis, thoughtful, questioning and inspiring. --Othmar Krienbuhl, Head Logistics Zurich, MBA, Swiss Re

We have many excellent pathways in management theory that define and have proved themselves in time and practice. However, Dr. Busi has opened a window to a fresh way of asking the questions that may begin to create new pathways to the way we uncover new and innovative answers. This book challenges each of us to how can we can part of this excitement. I personally, hope that my work can create 'Insight Incubators' to grow our future people managers! --Catherine Strizzi, Exec. VP of Curriculum Design, Novadynamix

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