Doing Research That Matters
Shaping the Future of Management

Marco Busi

About the Book
If you believe the impact of management research and education is in decline, this book will help you play your part. Doing Research that Matters looks at an old issue from a new perspective, taking a fresh and cross-disciplinary approach to learning how we can contribute with our work to shaping the future of management. Readers are invited to sit back and relax while they are taken on a journey through the views and work of a group of exemplary professionals: top-management gurus Rob Goffee, Robert Kaplan, Barbara Kellerman, Philip Kotler, John Kotter, Howard Gardner, Costas Markides, Roger Martin, Henry Mintzberg and David Ulrich; Nobel Laureates Gerhard Ertl, Doug Osheroff, Elinor Ostrom, Jack Szostack and Harald zur Hausen; and world renowned astrophysicist Margherita Hack. In his quest to become a better management innovator, Marco Busi shares the wisdom he gained from these interviews to highlight patterns in the way pioneers identify a problem worth researching, generate an outcome worth spreading, and generally conduct a career worth having.