



About the Author of *The Strategy Paradox*



By Michael E. Raynor,
Deloitte Consulting LLP

This book is the best lesson in corporate strategy I have ever read. Everyone admits we do not know what the future holds, but most of us go on acting as though we do know what the future holds. That can be dangerous in the extreme. Raynor has it right: clearly and convincingly, he shows us why facing up to uncertainty is essential for sustainable success, and then he provides tools and methods to achieve it.

Peter L. Bernstein
Money manager, Peter L. Bernstein, Inc.
Author *Against the Gods: The Remarkable Story of Risk*

Michael E. Raynor, of Deloitte Consulting LLP, is the Deloitte Research Distinguished Fellow. He works with senior executives in the world's leading corporations across a wide range of industries, including telecommunications, media and entertainment, pharmaceuticals, medical devices, energy, and manufacturing. In his client work and research Michael explores the challenges of corporate strategy and innovation.

His first book, *The Innovator's Solution*, co-authored with Professor Clayton M. Christensen, has been on the *Wall Street Journal* and *New York Times* bestseller lists, and won several "best book of the year" awards in 2003. His second book, *The Strategy Paradox*, will be released by Currency/Doubleday in February 2007.

In addition, Raynor has published extensively in managerial and academic journals and teaches in the MBA and Executive Education programs at the Richard Ivey School of Business at the University of Western Ontario in London, Canada, and has taught at IMD in Lausanne, Switzerland. He has a doctorate from the Harvard Business School, an MBA from the Ivey School of Business at the University of Western Ontario in London, Canada, and an undergraduate degree in Philosophy from Harvard University. He lives in Mississauga, Ontario, Canada.

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