Cook featured in BusinessWeek

March 12, 2009



Victor J. Cook, Freeman Professor of Doctoral Studies and Research and Senior Fellow at the Goldring Institute for International Business, recently contributed an opinion piece to BusinessWeek. The article, titled What GM Can Learn From IBM, suggests that GM can learn much from the example of IBM, which transformed itself from a product-driven company to a services-driven company under the visionary leadership of Louis Gerstner. To read more of Cook's articles on marketing and finance, visit his blog, CustomersAndCapital.com.