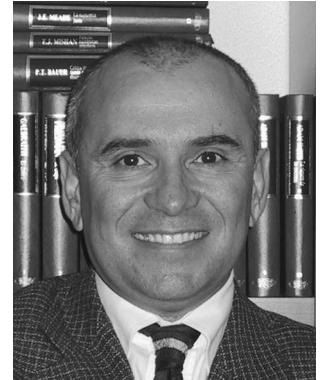


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Born in 1955. J. Carlos Jarillo earned doctorates in business administration from Harvard University and in economics from the Universidad Autónoma de Barcelona.

J. Carlos Jarillo served on the faculty of the International Institute for Management Development (IMD) in Switzerland, the graduate business school of the University of Navarra (IESE) and the Instituto de Empresa in Spain. He worked as Senior Research Associate at Harvard Business School and currently holds the Chair of Corporate and International Strategy at the University of Geneva.

J. Carlos Jarillo has been involved in consulting activities with different kinds of companies, ranging from small local firms to multinational corporations, and is a member of several boards of directors. In addition, he has published a variety of books and articles concerning strategy formulation, co-operative strategies and international strategy.



Theses
**Can We Still
 Talk Strategy?
 What to Do When
 Previous Paradigms Fail?**

- The last few years have seen a lot of “strategic disasters” on both sides of the Atlantic (Enron, Global Crossing, AOL TimeWarner, Marconi, Deutsche Telekom, France Telecom, Zurich Financial Services, Swissair, ...). On the other hand, the field of strategy has never been more productive in terms of research, publications, consulting and seminars.
- Is there a link between the frequency of “strategic disasters” and the content of strategy prescriptions? If so, what is it?
- What are the main flaws of the mainstream strategies pursued in the last 10–15 years?
- Are there solid bases for strategy making in a less favorable global environment? What are they?