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Author Biography. Joan Magretta has worked with Michael Porter for over two decades. She is a Senior Associate at the Institute for Strategy and Competitiveness at Harvard Business School, a McKinsey Award winner, and author of the bestselling books

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Joan Magretta MBA, PhD is an award-winning contributor to the Harvard Business Review, where she was strategy editor during the 1990s. A former partner at Bain & Co., she is now a Senior Institute Associate at Harvard Business School's Institute for Strategy and Competitiveness. She is author of Understanding Michael Porter: The Essential Guide to Competition and Strategy.

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Joan Magretta is a Senior Institute Associate at the Institute for Strategy and Competitiveness at Harvard Business School. She was the principal strategy editor at the Harvard Business Review and was a partner at the leading

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