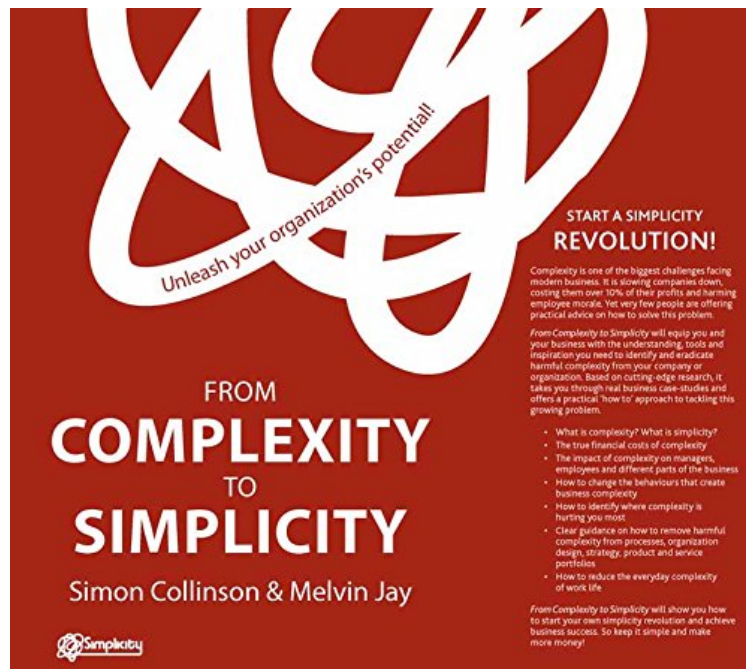


From Complexity to Simplicity: Unleash Your Organisation's Potential

S. Collinson, M. Jay

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About the Author

SIMON COLLINSON is Professor of International Business and Innovation at Henley Business School, Reading University (UK) and Guangbiao Chair Professor, Zhejiang University (China). He sits on the governing councils of the Economic and Social Research Council (ESRC) and the British Academy of Management (BAM) and has held the roles of Deputy Dean and Associate Dean (MBAs) at Warwick Business School. Simon has over 20 years of executive teaching and consulting experience with a wide range of multinational companies in the areas of strategy, innovation and international business. His research has recently featured in The Times, The Sunday Times, BBC Radio 4, the New Statesman and the US News and World Report.

MELVIN JAY is a Founder and CEO of the Simplicity Partnership. He has over 25 years of commercial and consulting experience. He spent the first 15 years of his working life battling complexity in blue-chip companies like Danone and Novartis. As a consultant he now works at the Simplicity Partnership, tackling the most difficult complexity problems with some of the world's biggest companies, across different sectors, including retailing, professional services, pharmaceuticals, financial services, technology and consumer goods.