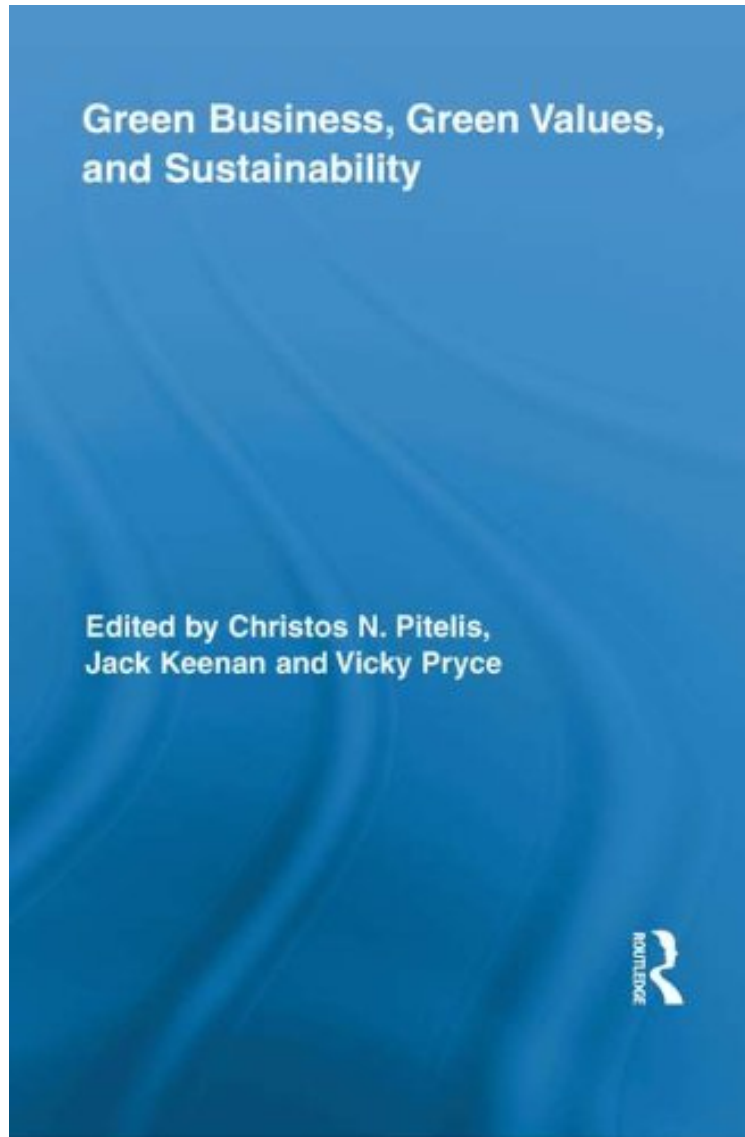


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About the Author Christos Pitelis is Director of the Centre for International Business and Management (CIBAM) and Reader in International Business and Competitiveness at the Judge Business School, as well as Fellow in Economics at Queens' College, University of Cambridge. He has published widely in business strategy, business economics, and political economy. Jack Keenan is the Founder and CEO of Grand Cru Consulting Ltd. He has been Chairman and CEO of Kraft Foods International, and CEO of the business which is now Diageo Plc. Vicky Pryce is Director General, Economics and Chief Economic Adviser, Department for Business, Innovation and Skills (BIS) (formerly BERR), and Joint Head, UK Government Economic Service.