

HAMID BOUCHIKHI

**About:**

Moroccan-born dean of SolBridge International School of Business, South Korea. Previously founder and director of the Entrepreneurship Centre at ESSEC Business School, France.

Ideas:

Researches organizational theory, entrepreneurship, and managerial innovation. Shows how to understand a company's identity, how to take control of it, and how to leverage it for long-term adaptation and success.

Content:

The Soul of the Corporation: How to Manage the Identity of Your Company (with John Kimberly).

T50**Verdict:**

"Valuable insights into the importance of corporate identity – especially in times of crisis."