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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 Understanding Michael Porter and What Management Is, which was a top pick by The Economist when it was first published.

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Joan Magretta MBA, PhD is an award-winning contributor to the Harvard Business Review, where

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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 management-consulting firm of Bain & Co.

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