

THE AUTHORS

W. Gibb Dyer Jr. is the O. Leslie Stone Professor of Entrepreneurship and the academic director of the Center for Economic Self-Reliance in the Marriott School of Management at Brigham Young University (BYU). He received his BS and MBA degrees from BYU and his PhD degree in management philosophy from the Massachusetts Institute of Technology. He has also served as a visiting professor at IESE (Instituto de Estudios Superiores de la Empresa) in Barcelona, Spain, and in 2005 was a visiting scholar at the University of Bath in England. He publishes widely on the topics of family business, entrepreneurship, organizational culture, and managing change in organizations, and his articles have appeared in many of the top journals in his field, including *Academy of Management Review*, *Sloan Management Review*, *Entrepreneurship: Theory and Practice*, and *Family Business Review*.

Because of his innovative approach to teaching, Dyer was awarded the 1990 Leavy Award for Excellence in Private Enterprise Education by the Freedoms Foundation at Valley Forge. He has consulted with numerous organizations such as General Growth Properties and NuSkin Enterprises and is a recognized authority on organizational change, family business, and entrepreneurship. He has been quoted in publications such as *Fortune*, the *Wall Street Journal*, the *New York Times*, and *Nation's Business*. At BYU, he has previously served as chair of the Department of Organizational Behavior, as director of the Master's Program in Organizational Behavior, and on the University Council on Faculty Rank and Status. In 2008 he was given the Outstanding Faculty Award

from the Marriott School. He and his wife, Theresa, are the parents of seven children—six daughters and one son.

Jeffrey H. Dyer (PhD, UCLA) is the Horace Beesley Professor of Strategy at the Marriott School, Brigham Young University, as well as professor of strategy at the University of Pennsylvania's Wharton School. He was formerly a manager at Bain & Company, a management consultancy. Dyer regularly delivers speeches and workshops on innovation and strategy and consults with leaders at companies like General Electric, General Mills, Gilead Sciences, Harley Davidson, Hewlett Packard, Intel, Sony, Johnson & Johnson, and Medtronic.

Dyer is the only strategy scholar in the world to have published five times in the *Strategic Management Journal* (the top academic journal in strategy) and *Harvard Business Review* (the top practitioner journal). He was ranked the fourth most cited management scholar in the world from 1996 to 2006. His research has been featured in the *Economist*, *Forbes*, *BusinessWeek*, *Fortune*, CNN, *Fast Company*, and the *Wall Street Journal*. His research has won awards from McKinsey & Company, the Strategic Management Society, the Institute of Management Science, and the Academy of Management. His Oxford University Press book, *Collaborative Advantage*, won the Shingo Prize Research Award. His most recent book, *The Innovator's DNA*, coauthored with Hal Gregersen and Clayton Christensen, is a business best-seller published by Harvard Business Review Press.

William G. Dyer was the past dean of the Marriott School of Management and founder of the Department of Organizational Behavior at Brigham Young University (BYU). He served as a private consultant to many companies, including Exxon, General Foods, AT&T, and Honeywell. He was the author of numerous books and articles on the topics of organizational change and team dynamics. During the last years of his life, he devoted much of his time to the plight of Native Americans and others who were in need or disadvantaged. He received his BA and MA degrees from BYU and his Ph.D. degree from the University of Wisconsin. He passed away in 1997.