

Mark Jenkins



Motorsport business strategy specialist

Professor of Business Strategy at Cranfield School of Management, Mark's teaching, research and consulting activities focus on the areas of competitive strategy, innovation and cluster development.

He is the author of a number of books on strategic management issues, including *Performance at the Limit: Business Lessons from Formula One Motor Racing*, *Advanced Strategic Management*, *Motorsport Going Global* and *The Customer Centred Strategy*.

He has published numerous journal articles and is on the editorial boards of *Long Range Planning*, *Organization Studies* and the *Journal of Management Studies*.