

Cook featured in BusinessWeek

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Victor J. Cook, Freeman Professor of Doctoral Studies and Research and Senior Fellow at the Goldring Institute for International Business, recently contributed an opinion piece to [BusinessWeek](#). The article, titled [What GM Can Learn From IBM](#), suggests that GM can learn much from the example of IBM, which transformed itself from a product-driven company to a services-driven company under the visionary leadership of Louis Gerstner. To read more of Cook's articles on marketing and finance, visit his blog, [CustomersAndCapital.com](#).