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Immelt;Vijay Govindarajan;Chris Trimble**

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Govindarajan co-authored a paper entitled "How GE Is Disrupting Itself" with Chris Trimble and GE's CEO Jeffrey Immelt. "How GE Is Disrupting Itself," which

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electrocardiograph machine in the U.S. at an 80% markdown for similar products. The machine was originally built by GE Healthcare for doctors in India and China.

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," Harvard Business Review Blog Network, Immelt, V. Govindarajan and C. Trimble, "How GE Is Disrupting Itself," Harvard Business Review 87, no. 10

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Vijay Govindarajan says the strategy is the "very oxygen that will fuel future growth in the U.S." and explains how GE used "How GE Is Disrupting Itself

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On September 22, Harvard Business Review published How GE is Disrupting Itself, which dives into the radical way in which GE is using what the company calls

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Vijay govindarajan - how ge is disrupting itself

Vijay Govindarajan is the Earl C. Daum 1924 Professor of International Business and the Founding Director of Tuck's Center for Global Leadership. VG is an expert on

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Vijay Govindarajan co-authored a paper entitled How GE Is Disrupting Itself with Chris Trimble and GE s CEO Jeffrey Immelt. How GE Is Disrupting Itself, which

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He was the first Professor in Residence and Chief Innovation Consultant at General Electric. "How GE Is Disrupting Itself," which pioneered the concept of

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Vijay Govindarajan He worked with GE's CEO Jeff Immelt to write How GE is Disrupting Itself, the Harvard Business Review article that pioneered the

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Reverse innovation is rapidly changing the way companies think and The October 2009 HBR article "How GE Is Disrupting Itself" with GE's CEO Jeff Immelt

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