

Preface

BI Norwegian Business School is an independent, not-for-profit foundation and the main provider of research-based knowledge on business and management disciplines in Norway. Since the school's establishment in 1943, BI has grown to become one of Europe's largest business schools, with around 20,000 students and 900 employees. BI is the largest supplier of economic and administrative competences and skills in Norway, with more than 200,000 graduates since 1983. BI Norwegian Business School is the home of world-renowned experts in the school's areas of specialization, including finance, economics, management, strategy, and marketing.

BI has undergone tremendous change over the last few decades. Having started as an evening school for professionals, it has become one of Europe's most advanced research institutions, attracting world-class researchers, students, and speakers, while educating professionals to lead society forward. This book is a testimony to this transformation. Its publication corresponds with BI Norwegian Business School's 75th anniversary celebrations, which are focused on our devotion to research and knowledge creation for the benefit of society at large.

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