

Success belongs to those who can differentiate themselves. To be different, in turn, requires an outside-inside point of view.

Prof. Dr. Arman Kırım



Prof. Arman KIRIM is the leading business thinker in Turkey. He is credited to have popularized the concepts of 'differentiation' and 'innovation' among Turkish business community and the public at large. His 2003 book “Mor İneğin Akıllısı” is the best-selling business book of all times in this country. Profitability, growth and innovation are the areas of his interest, research and specialization. Prof. Kırım is also the most prolific business writer. He has so far published 10 books on business and economics. He formerly wrote business columns for Radikal and Milliyet, both national daily newspapers. He is currently writing in the monthly business journal *Turkishtime*.

Prof. KIRIM's latest book “How Can Turkey Get Richer: A New Growth Strategy Proposal for the Turkish Economy and Turkish Business” outlines an innovation-based growth model for the Turkish economy. The book, which looks at the economic growth problem from an angle no one has ever contemplated



in the country, offers a comprehensive and radical growth strategy. Moreover, the book puts forward a demanding challenge: How to grow per capita GDP to \$20.000 by the year 2020.

CREDENTIALS

Senior Lecturer, Department of Business Administration, Middle East Technical University, Ankara

Fellow, Department of Economics, Warwick University, Coventry, UK

Senior Lecturer, Çanakkale 18 Mart University, Çanakkale, Turkey

Senior Lecturer, Department of Business Administration, Yeditepe University, Istanbul

Business columnist, Radikal and Milliyet newspapers

Producing and hosting the TV Show titled “Girişimci” on TV8

Doctorate degree (Ph.D.) from University of East Anglia, UK

Masters Degree (M.A.) in Economics, from University of Leeds, UK

Turkey's most impressive business speaker. The generator of most radical ideas regarding Turkish business and national economy.

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Prof. Arman KIRIM's book publications:

