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You can out-think the M.B.A. clones, even though they represent the crème de la crème of business schools. That is their strength, but also their weakness. They've all studied the same outdated marketing theories and, like good clones, they all think alike.

Test Yourself: Are You An MBA Clone?

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Dan Herman, PhD, CEO of Competitive Advantages, is a strategy consultant, keynote lecturer, workshop/seminar leader, and author of Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing, and Branding (www.outsmart-mba-clones.com). Contributed by Dan Herman

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Dan Herman : MarketingProfs Author

Dr. Herman has written numerous articles, textbook chapters and e-books. His books have been published in several countries and languages. His recent book, Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing and Branding is

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