
Authors

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Michel Muszynski - is graduated from European Institute of Business Administration (INSEAD). He started Institut Français de Gestion in Poland and was his director for more than ten years. Professor Muszynski lives in Paris as well as in Miami (Florida) and is expert of strategic management. He is also author of about 200 publications devoted to this subject and specialist of computer assisted management. In 1990 he published in France one of first in the world manuals of the artificial intelligence applied in business („*Conduire une entreprise avec un système-expert*”) and in 2006, in the United States, the book “*Corporate strategy – an interactive approach*”, as well as “*Multi-business: from diversification – to corporate holding*” and “*Business simulation: e-learning and more*”. Also in Poland three his books were published in 2006, 2011 and 2012. He is also author of over forty strategic computer didactic simulation programs and inventor of the unique method of teaching business with their use (now in four lingual versions). He also realized and published „*Multimedia Encyclopedia of Management*”.

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