

A leading business guru must be highly visible on the Internet (as measured by hits on the Google search engine), publish work that is widely known in the academic world (citations in the ISI Social Sciences Citation Index) and be frequently mentioned in the media (mentions in LexisNexis). Rankings in each of these individual categories were given a corresponding numerical score. Overall guru rankings are based on the sum of these three scores. From a list of more than 300 names, here are the Top 50.

Guru rank	Name	Google rank	SSCI rank	Media rank	Profile
1	Michael E. Porter	13	2	8	Harvard Business School professor and prolific writer on strategy topics. Works include top-selling business handbooks <i>Competitive Strategy</i> and <i>Competitive Advantage</i> .
2	Tom Peters	6	25	7	Author of <i>In Search of Excellence</i> , a pioneering look at what sets top companies apart. More recent works include <i>Liberation Management</i> and <i>The Pursuit of WOW!</i>
3	Robert B. Reich	7	27	5	US Secretary of Labor in the Clinton administration known for advocacy of workers' rights and a higher minimum wage. Now a professor of social and economic policy at Brandeis University. Author of <i>The Work of Nations</i> .
4	Peter F. Drucker	2	15	33	Considered the godfather of business management thinking. Currently a professor of social sciences and management at Claremont Graduate University. Author of <i>Post-Capitalist Society</i> and <i>The Effective Executive</i> .
5	Gary S. Becker	32	1	26	Nobel laureate in economics for his work in behavioral economics. Professor at the University of Chicago and a senior fellow at the Hoover Institution. Author of <i>Human Capital</i> and <i>The Economics of Life</i> . <i>BusinessWeek</i> columnist.
6	Peter M. Senge	14	12	34	Organizational learning expert and author of <i>The Fifth Discipline</i> . Senior lecturer on behavioral policy science at the Sloan School of Management, MIT.
7	Gary Hamel	30	18	22	Considered a leading thinker on strategy and innovation, with more than 10 articles published in <i>Harvard Business Review</i> . Visiting professor at London Business School. Co-author (with C.K. Prahalad) of the influential <i>Competing for the Future</i> .
8	Alvin Toffler	3	63	6	Futurist and author of <i>Future Shock</i> and <i>The Third Wave</i> . Advisor to former US Congressman and Republican leader Newt Gingrich in the 1990s.
9	Hal R. Varian	19	23	43	Dean of the School of Information Management & Systems, University of California at Berkeley. <i>New York Times</i> columnist on technology issues. Author of <i>Information Rules</i> .
---	Daniel Goleman	28	36	21	Introduced concept of emotional intelligence with his best-selling book of that same name. More recently, focused on the importance of emotional intelligence in leadership with his book, <i>Primal Leadership</i> .
11	Rosabeth Moss Kanter	41	10	37	Authority on organization change. Harvard Business School professor and author of <i>World Class, Evolve!</i> and <i>The Change Masters</i> . Former editor of <i>Harvard Business Review</i> .
12	Ronald H. Coase	42	7	51	Nobel laureate in economics for work in transaction costs and property rights. Editor of the <i>Journal of Law and Economics</i> for almost 20 years.
---	Lester Thurow	36	40	24	Dean of the Sloan School of Management at MIT. International economy expert and author of <i>Building Wealth</i> and <i>Head to Head</i> .
14	Charles Handy	37	41	29	Social philosopher and radio commentator who predicted downsizing of corporations and rise of the self-employed. Author of <i>The Age of Unreason</i> and <i>The Age of Paradox</i> . Co-founder of London Business School in 1967.
15	Paul Romer	57	11	42	Evangelized the "new growth theory" and the "law of increasing returns." Professor of economics, Stanford University Graduate School of Business. Senior fellow, Hoover Institution.
16	Henry Mintzberg	52	6	57	Strategy and management expert and author of <i>The Rise and Fall of Strategic Planning</i> . Professor of management studies, McGill University.
---	Stephen R. Covey	10	96	9	Author of the best-selling <i>Seven Habits of Highly Effective People</i> and other self-improvement guides.
18	Michael Hammer	47	29	40	With James Champy, ushered in the reengineering phenomenon with the best-selling book, <i>Reengineering the Corporation</i> .
19	Bill Gates	1	118	1	With the Windows operating system, reinvented the way people work. Founder, chairman and chief software architect, Microsoft. Author of <i>Business @ the Speed of Thought</i> .
20	Warren Bennis	29	56	36	Author of 18 books, including his seminal work, <i>On Becoming a Leader</i> . Founding chairman, The Leadership Institute at the University of Southern California. Co-author of <i>Geeks & Geezers</i> .
21	Jeffrey Pfeffer	60	4	60	Professor of organizational behavior at Stanford Graduate School of Business. Author of <i>Managing with Power</i> and <i>The Human Equation</i> .
22	Philip Kotler	34	26	66	Professor at Kellogg Graduate School of Management, whose textbook on marketing is the most widely used in business schools worldwide. Author of <i>Marketing Management</i> , <i>The New Competition</i> , <i>High Visibility</i> and <i>The Marketing of Nations</i> .
23	Robert C. Merton	84	19	31	Nobel laureate in economics for his work with Myron Scholes in valuing derivatives. Author of several finance textbooks and professor at Harvard Business School.
24	C.K. Prahalad	44	21	76	Renowned for his widely read 1990 <i>HBR</i> article on core competence; he and co-author Gary Hamel also wrote <i>Competing for the Future</i> . Founded Praja, a company that uses technology to improve knowledge sharing and data analysis.
---	Thomas H. Davenport	45	34	62	Director, Accenture Institute for Strategic Change. Distinguished scholar in residence, Babson College. Named one of 10 "Masters of the New Economy" by <i>CIO</i> magazine in 2000. Author of <i>Working Knowledge</i> and <i>Process Innovation</i> .
26	Don Tapscott	21	94	28	Expert in the application of technology in business. Author of <i>Digital Capital</i> and <i>Growing Up Digital</i> .
27	Malcolm Gladwell	22	104	20	Author of <i>The Tipping Point</i> , which describes how trends take hold and what you can do to create a phenomenon. Staff writer at <i>The New Yorker</i> covering a broad range of topics.
28	John Seely Brown	40	62	45	A leading thinker on distributed computing. Former chief scientist at Xerox and director of the Xerox Palo Alto Research Center.
29	George Gilder	18	119	14	Founder and writer, <i>The Gilder Technology Reports</i> , which describe various ways that technology will transform the world. Author of <i>Telecosm</i> and contributing editor to <i>Forbes</i> magazine.
30	Kevin Kelly	24	106	25	Founding editor and editor-at-large, <i>Wired</i> . Author of <i>Out of Control</i> and <i>New Rules for the New Economy</i> .
---	Chris Argyris	54	13	88	Organizational behavior professor at Harvard Business School who focuses on organizational effectiveness and organizational learning. Author of <i>Knowledge for Action</i> and <i>Flawed Advice and the Management Trap</i> .
32	Esther Dyson	11	137	11	Futurist with particular expertise in digital convergence. Active commentator on the Internet economy. Chairperson of EDventure Holdings and author of <i>Release 2.0</i> . Consultant to Russian and Central European entrepreneurs.
33	Robert S. Kaplan	61	44	56	Created the balanced scorecard system for managing difficult-to-measure corporate goals such as mission, vision and customer satisfaction. Professor at Harvard Business School. Author of <i>Relevance Lost</i> and <i>The Balanced Scorecard</i> .
34	Edward de Bono	26	114	23	Creativity and lateral-thinking consultant. Author of <i>Six Thinking Hats</i> and <i>Lateral Thinking</i> .
---	Jack Welch	4	156	3	Considered one of the model CEOs for the second half of the 20th century. Credited with creating billions of dollars in shareholder value at GE.
36	John P. Kotter	49	49	73	Organizational change and leadership expert. Former professor of leadership at Harvard Business School. Author of <i>Leading Change</i> and <i>Power and Influence</i> .
37	Ken Blanchard	15	141	18	Co-author of <i>The One Minute Manager</i> , which explains the importance of immediate, positive feedback in motivating employees, and <i>Who Moved My Cheese?</i>
38	Edward Tufte	27	57	96	Wrote <i>Envisioning Information</i> and <i>The Visual Display of Quantitative Information</i> , which describe how to display information in easy-to-digest visuals.
39	Kenichi Ohmae	58	70	54	Former business consultant who writes on strategy topics. Published more than 100 books, including <i>Triad Power</i> and <i>The Mind of the Strategist</i> .
40	James MacGregor Burns	59	75	49	Pulitzer prize-winning presidential biographer who studies leadership in American political life. Senior scholar, University of Maryland. Author of <i>Leadership</i> .
41	Alfred D. Chandler, Jr.	95	20	69	Business history expert and author of <i>Strategy and Structure</i> and <i>The Visible Hand</i> .
---	Edgar H. Schein	53	7	124	Organizational psychology expert and author of <i>Organizational Culture and Leadership</i> and <i>The Corporate Culture Survival Guide</i> . Professor of management, emeritus, Sloan School of Management, MIT.
43	Sumantra Ghoshal	68	47	71	Globalization expert and author of <i>Managing Across Borders</i> . Professor of strategic and international management, London Business School.
44	Myron S. Scholes	81	91	16	Nobel laureate in economics for his work co-developing the Black-Scholes model, which is used to value options. Model has been used to assess risk and value in other situations as well. Professor of finance, emeritus, Stanford Graduate School of Business.
45	Richard Branson	8	180	2	Known for imaginative marketing to promote the various businesses (including an airline and a record store chain) in the Virgin Group, which he founded.
46	Anthony Robbins	16	162	15	Self- and professional-improvement expert. Emphasizes "psychology of peak performance," which focuses on helping students face and conquer fears. Wrote <i>Unlimited Power</i> , <i>Awaken the Giant Within</i> and <i>Giant Steps</i> .

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48	James G. March	87	5	102	Organizational leadership expert and author of <i>Decisions and Organizations</i> , <i>Democratic Governance</i> and <i>A Primer on Decision Making</i> .
49	Clayton M. Christensen	65	87	44	Disruptive technology and innovation expert and author of <i>The Innovator's Dilemma</i> . Harvard Business School professor.
50	John Naisbitt	46	109	47	Futurist and global economy consultant. Author of <i>Megatrends</i> , which described America's shift in the 1980s from an industrial economy to a services one.