

LEON PRIETO AND SIMONE PHIPPS



About: Prieto is associate professor of management in the College of Business at Clayton State University; Phipps is associate professor of management in the School of Business at Middle Georgia State University. Associate research fellows at University of Cambridge, Judge Business School.

Ideas: Ground-breaking research into African American management history and the contributions of African Americans to the development of management as a discipline. Picking up on the work of Charles Clinton Spaulding, they champion the power of cooperative advantage to reimagine capitalism.

Content: *African American Management History: Insights on Gaining a Cooperative Advantage*; and [*"Cooperative Advantage: Rethinking the Company's Purpose"*](#) (MIT Sloan Management Review).

T50 Verdict: "Cooperation really could be the future. Prieto and Phipps are potentially setting the new course of business advantage."