



# yes Mum, Business is an Art: Bread & butter lessons from one of the sharpest business schools

*By Jacques Edouard Guillemot*

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### **Editorial Review**

#### **About the Author**

Jacques-Edouard Guillemot is an entrepreneur in the field of Customers Satisfaction, a strategy consultant and a large-scale projects manager. He works with large companies in multiple industries, to help them design their next steps and make these happen. Before his one year MBA at IMD, he lived and worked in the USA, Singapore, China, France and Switzerland. He is also a fierce sailing competitor and a glacier pilot.

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