

## PROF. BERNARD AVISHAI

Curriculum Vitae, Fall 2011

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### EDUCATION

<i>Institution</i>	<i>Degree</i>	<i>Date</i>
University of Toronto,	Ph.D., Political Economy	1978
University of Toronto,	M.A., Political Economy	1971
McGill University,	B.A., (Hon.) History and Political Science	1970

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### PROFESSIONAL

#### *Academic Appointments*

Currently

**Adjunct Professor of Business, Hebrew University of Jerusalem**, teaching courses on entrepreneurship.

2004-6

**Visiting Professor and Senior Fellow, Terry Sanford Institute of Public Policy and Fuqua School of Business, Duke University**; teaching courses on the knowledge economy, government and the public sector; and Israeli history and politics

2002-4

**Professor of Business and Government, Director of the Zell Entrepreneurship Program, The Interdisciplinary Center, Herzliya**; teaching advanced business strategy;

**Dean, Raphael Recanati International School, The Interdisciplinary Center, Herzliya**, responsible for all marketing, recruitment, program development, and student life; teaching Israeli politics and political theory.

1997

**Visiting Professor of Business and Political Thought, The Honors College, Adelphi University**; teaching business strategy, the foundations of the knowledge economy, Western political economy and political philosophy.

1991-2

**James F. Bender Visiting Professor of Business and Political Thought, Adelphi University;** teaching advanced business strategy, entrepreneurship in the technology-based economy, and Western political philosophy.

1985-86

**Associate Professor of Humanities, Massachusetts Institute of Technology;** teaching essay writing and political philosophy.

1980-85

**Assistant Professor of Humanities, Massachusetts Institute of Technology;** teaching essay writing and political philosophy.

1976-78

**Visiting Assistant Professor, Department of Social and Political Science, York University;** teaching political philosophy and the history of the Middle East Conflict.

1976-77

**Lecturer, Woodsworth College, Department of Political Economy, University of Toronto;** teaching Israeli politics and institutions.

1972-74

**Lecturer, School for Overseas Students, Hebrew University of Jerusalem;** teaching introduction to political philosophy and political economy.

### ***Editorial***

1986-1991

**Technology and Strategy Editor, *Harvard Business Review*, Harvard Graduate School of Business Administration.** Developed and brought to publication over fifty articles on technology strategy and intellectual capital, including Gary Hamel's and C.K. Prahalad's "The Core Competence of the Corporation," Genechi Taguchi's "Robust Quality," and Geroge Gilder's "Into the Telecosm." Also conducted and published numerous CEO interviews, including George Fisher of Motorola, and Carl Hahn of Volkswagen.

### ***Consulting and Entrepreneurial***

1998-2001

**International Director of Intellectual Capital, KPMG LLP.** Senior member of the leadership team that designed and deployed *KWorld* -- KPMG's first global messaging, collaboration, and knowledge management system. Primary responsibility for all taxonomies, development of global communities of practice in KPMG functions, emerging knowledge management technologies, policies regarding the valuation and management of KPMG's intellectual capital, filter development for all external content, and relations with KPMG Consulting's Knowledge Management solutions practice.

1998-

**Founding Chairman, The Lunar Society.** Boston's premier society of collaboration technology entrepreneurs, consultants and academics. This society continues to meet monthly at Monitor Company offices, Monitor Company, and IBM Global Services. It numbers over 75 members, including professors from Harvard Business School, MIT's Sloan School, consulting leaders from

Accenture, PwC, Monitor, Boston Consulting Group, and IBM, and over a dozen CEOs from leading software solutions businesses.

1996-7

**Chief Knowledge Officer, Context Media.** Founding management team of this knowledge management consultancy and technology start-up, spun out of Coopers & Lybrand. Consulted to the Strategic Marketing leadership of a major soft drink company, and to the Mobile Products Division of a major technology and telecommunications company. Also consulted to Motorola University; wrote a study of Motorola's penetration of China and a curriculum for MU's executive education program.

1992-96

**Head of Product Development, Monitor Company.** Led effort to develop and publish practice methods for four consulting areas, co-led the team that developed the firm's first knowledge architecture and knowledge "capture" system, member of the faculty of Monitor University; consulted to newspaper and executive education industries, consulted to developing nations' initiative.

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## HONORS AND ACTIVITIES

### *Fellowships*

1987-

**John Simon Guggenheim Memorial Foundation Fellowship**, for works on author Arthur Koestler, eventually published in the *New Yorker*, *Salmagundi*, and *Partisan Review*.

### *Media Appearances and Lectures*

Dozens of public interviews, commentaries and lectures, regarding Israeli politics and economy, and the management of intellectual capital; including ABC-News "Close-up," CNN Business, NPR's "All Things Considered," NPR's "The Connection," "On Point," "Marketplace," "Open Source," and many other programs. Lecture on *The Hebrew Republic* viewed on You Tube over 2000 times.

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## PUBLICATIONS

### *Israeli History, Politics and Economy*

#### *Books*

***The Hebrew Republic: How Secular Democracy and Global Enterprise Will Bring Israel Peace At Last***; to be published April, 2008 by Harcourt, New York.

***The Tragedy of Zionism: How Its Revolutionary Past Haunts Israeli Democracy***, New York: Farrar, Straus, and Giroux, 1985; paper 1986; second paper edition, New York: Helios Press, 2002.

***A New Israel: Democracy in Crisis, 1973-1988***, New York: Ticknor and Fields, New York, 1990.

*Articles*

- “Abraham’s Children: Toward a Right of Return for Palestinians,” forthcoming in *Harper’s*, December, 2011.
- “Next, an Israeli-Palestinian Peace Plan,” *New York Times* (Global Edition), March 29, 2011.
- “A Plan for Peace That Still Could Be,” *New York Times Magazine* (cover), February 7, 2011.
- “Stop the War Talk,” (with Reza Aslan), *New York Times* (Global Edition), September 1, 2010.
- “Against Boycott and Divestment,” *The Nation*, July 5, 2010.
- “Independent and Interdependent,” *Haaretz*, April 2, 2010.
- “The Real Hope of Economic Peace,” *Foreign Policy*, Middle East Channel, March 8, 2010.
- “The Economics of Occupation,” *Harper’s*, October 2009.
- “Obama’s Jews,” *Harper’s*, October, 2008.
- “An Israeli Strike on Iran, a Plan That Just Doesn’t Fly,” (with Reza Aslan), *Washington Post*, August 10, 2008.
- “The Grim Logic of Jerusalem,” *Los Angeles Times*, July 10, 2008.
- “Edgy About Obama,” *Haaretz*, June 13, 2008.
- “Israel—A Land For All,” *New York Post*, May 11, 2008.
- “The Transformation of Zionism,” *Forward*, May 1, 2008.
- “Israel and the Hebrew Republic,” *Jerusalem Report*, December 24, 2007
- “You Can’t Eat Algorithms,” *Haaretz*, April 13, 2008.
- “Making the Inevitable Happen,” (with Sam Bahour), *Los Angeles Times*, November 18, 2007.
- “Driverless,” Notebook, *Harper’s*, April, 2007.
- “Stalemate Over West Bank Settlements,” *Los Angeles Times*, November 20, 2006.
- “Regional Peace Requires Troops For Palestine,” *Forward*, September 3, 2006.
- “Israel: No Peace, No Growth,” *Barron’s Weekly*, July 3, 2006.
- “Can Kadima Hold the Center As Israeli Voters Move Forward?,” *Forward*, March 24, 2006
- “Saving Israel From Itself: A Secular Future for the Jewish State,” *Harper’s*, January 2005.
- “Another Brick in the Wall,” *Slate*, Feb. 26, 2004.
- “Flight School,” *Slate*, October 17, 2003.

"Last Exit," *Boston Sunday Globe*, September 21, 2003.

"Hard Bargains," *Boston Sunday Globe*, February 2, 2003.

"Tribal Warfare," *American Prospect*, August 13, 2001.

"Lost Tribes of Israel," *Prospect Magazine* (London), June, 2001.

"Mid-East Peace Ahead of the Talks," *New York Times*, Op/ed, July 31, 2000.

"Why Israel's High Tech Boom Is In Danger," *Fortune*, May 11, 1998.

"Israel vs. Israel," *New Yorker*, June 3, 1996.

"The Inseparables," *New Yorker*, April 24, 1995.

"Making the Desert Boom," *New York Times*, Op/ed, Sept. 29, 1993.

"Israel's Future: Brainpower, High Tech-and Peace," *Harvard Business Review*, November-December, 1991.

"Israel's Choice: The West Bank or Wealth," *Wall Street Journal*, Sept. 27, 1991.

"Shadow of Terror, Hope for Peace," *New York Times*, Op/ed, November 23, 1990.

"Israel: The Forty Year Crisis," *The Nation*, April 23, 1988.

"Israel's Choice: Historic Democracy or the 'New Zionism'," *New York Times*, Op/ed, January 28, 1986. Reprinted in *International Herald Tribune*.

"Israel: The Divisions of Unity," *New York Review of Books*, December 6, 1984, pp. 40-47.

"Jordan: Looking for an Opening," *New York Review of Books*, September 27, 1984, pp. 46-49.

"The Conquest of Labour: A.D. Gordon and the Idea of the Kvutza," in *The Legacy of Jewish Migration: 1881 and its Impact*, David Berger, ed., Columbia University Press, 1983.

"Israel: Economic Ills," *New York Times*, Op/ed, September 22, 1983.

"Can Begin Be Stopped?" *New York Review of Books*, June 2, 1983, pp. 44-48.

"Looking Over Jordan," *New York Review of Books*, April 28, 1983, pp. 37-42.

"Keeping Israel Secure," *New York Times*, Op/ed, October 5, 1982.

"Now Try for a Jordanian Solution," *New York Times*, Op/ed, June 18, 1982.

"The Victory of the New Israel," *New York Review of Books*, August 13, 1981, pp. 45-51. Reprinted in *De Volkskrant* (Daily), Amsterdam.

"Whose Peace Now?" *New York Review of Books*, December 20, 1979, pp. 52-53. Reprinted in *London Review of Books*, December 20, 1979, pp. 52-53. (See also, "An Exchange on the Palestinian Position," Peled-Avishai, *New York Review of Books*, March 6, 1980.

- “Begin vs. Begin,” *New York Review of Books*, May 31, 1979, pp. 35-41.
- “The Arts in Israel,” *Vogue*, May 1979, pp. 254-457, 291 and 293.
- “Israel Letter: After Camp David,” *Dissent*, Winter 1979, pp. 23-25.
- “The State of Zionism,” *Social Praxis*, 4 (3/4), Amsterdam, 1978, 42 pp.
- “To Praise Zionism and To Bury It,” *Moment*, October 1977, pp. 15-20 and p. 59; reprinted in *Sbdemot*, Israel, the journal of Israel’s Kibbutz movement, February 1978.
- “A New Israel,” *New York Review of Books*, June 23, 1977, pp. 16-22; reprinted in *Nation Review*, Australia.
- “Israel Letter: The New Trap,” *New York Review of Books*, June 23, 1975, pp. 34-37.
- “Zionist Colonization: Myth and Dilemma,” *Dissent*, Winter 1975, pp. 125-134.
- “Israel: The Threat from the Right,” *New York Review of Books*, May 16, 1974, pp. 29-31.
- “Israel: The Last Hurrah,” *New York Review of Books*, May 2, 1974, pp. 38-42.
- “The New Struggle for Palestine,” *New York Review of Books*, April 18, 1974, pp. 10-14.
- “Three Months of Yom Kippur,” *New York Review of Books*, January 24, 1974, pp. 17-20.

#### *Book Reviews*

- “A World Apart? : The White House and the Middle East,” a review of Patrick Tyler’s *World of Trouble*, *The Nation*, June 17, 2009.
- “An Unlikely King: Hussein in War and Peace,” a review of Avi Shlaim’s *Lion of Jordan*, *The Nation*, September 22, 2008.
- “Post-Zionist Israel,” a review of Avi Shlaim’s *The Iron Wall*, and Benny Morris’ *Righteous Victims*, *The American Prospect*, May 8, 2000.
- “Looking Beneath the Imagery in the Promised Land,” a review of David Shipler’s *Arab and Jew*, *Boston Globe*, October 19, 1986.
- “The Road to Disaster,” a review of Rafik Halabi’s *West Bank Story*, *New York Review of Books*, June 10, 1982, pp.20-26.
- “Do Israel’s Arabs Have a Future?” a review of Elia Zureik’s *The Palestinians in Israel*, Sami Mar’i’s *Arab Education in Israel*, Ian Lustick’s *Arabs in the Jewish State*, and Yoella Har Shefi’s *Beyond the Gunsights*; *New York Review of Books*, February 19, 1981, pp. 18-20.
- “Friends and Enemies,” a review of Jonathan Dimbleby’s *The Palestinians*, Ann Mosely Lesch’s *Arab Politics in Palestine: 1917-1939, Report and Recommendations of an Amnesty International Mission to Israel*, 3-7 June, 1979; *New York Review of Books*, February 5, 1981, pp. 31-33. (See also “An Exchange on the Palestinians, Zureik-Lesch-Dimbleby-Avishai, July 16, 1981.)

“You Can’t Go Home Again,” a review of Hillel Halkin’s *Letters to An American Jewish Friend*, *New York Review of Books*, November 10, 1977, pp. 24-27.

“The Jewish State in Question,” a review of Noam Chomsky’s *Peace in the Middle East?*, and Amos Elon’s and Sana Hassan’s *Between Enemies*, *New York Review of Books*, January 23, 1975, pp. 34-39.

### ***International Business and Management***

#### *Studies*

***Motorola in China: The Duties of the Global Economy***, Motorola University Press, 1997, 83 pp. (available electronically upon request).

#### *Articles*

The Connected Car,” (cover) *Inc. Magazine*, November, 2009.

"How Knowledge Happens in Organization," included in *MBA in a Box*, Joel Kurtzman (ed.), New York, Crown Books, 2004.

“America’s Invisible Export,” *Civilization*, August-September, 2000

“What Does Business Owe Society,” *Strategy and Business*, Fall 1997.

“Get What You Want From The Web,” *Fortune*, October 27, 1997.

“The Social Compact, Version 2.0,” *American Prospect*, July-August, 1996.

“What Is Business’s Social Compact?,” *Harvard Business Review*, January-February, 1994.

“What Good Is the MBA?,” *Lear’s*, January, 1992.

“Israel’s Future: Brainpower, High Tech-and Peace,” *Harvard Business Review*, November-December, 1991.

“A European Platform for Global Competition,” an interview with Volkswagen’s Carl Hahn, *Harvard Business Review*, July-August, 1991.

“This Is Not Your Father’s Kapital,” Grey Area, *Harvard Business Review*, March-April, 1990.

“Customers Drive the Technology-Driven Company,” an interview with Motorola’s George Fisher, *Harvard Business Review*, November-December, 1989.

“The CEO’s Common Sense of CIM: An Interview with J. Tracy O’Rourke,” *Harvard Business Review*, January-February, 1989.

“Managing Against Apartheid: Interview with Anthony Bloom,” *Harvard Business Review*, November-December, 1987.

#### *Book Reviews*

“Crash Landings: Paul Krugman's Depression Economics,” *The Nation*, February 4, 2009.

*White Papers*

Quality Time: Managing and Measuring Intellectual Capital," *available upon request.*

***Politics and the Arts***

*Books*

***Promiscuous: Portnoy's Complaint and Our Doomed Pursuit of Happiness***, Yale University Press, to be published March, 2012.

*Articles*

"Amos Elon," *The New Yorker*, May 28, 2010.

"Mel Gibson and the Decline of Enlightenment Skepticism," *Forward*, October 8, 2004.

"Arthur Koestler: The Consolations of Communism," *Partisan Review*, Spring 2003.

"The Old West: V.S. Naipaul Among the Believers," *The American Scholar*, Spring 2003.

"Democracy and the Religious Experience," *Boston Sunday Globe*, January 25, 2003.

"Clinton's Darkness at Noon," *The American Prospect*, December-January, 1998.

"The Dangers of Devotion," Arthur and Cynthia Koestler's Disquieting Death, *New Yorker*, January 6, 1997.

"Arthur Koestler and The Zionist Revolution," *Salmagundi*, Fall 1990.

"A Sound Way to Curtail Abortion," *New York Times*, Op/ed, February 8, 1985.

"The Pursuit of Happiness and Other Preferences," *Dissent*, Fall, 1984.

"Orwell and the English Language," *1984 Revisited* (Irving Howe, ed.), New York: Harper and Row, 1983.

"The Lost Cause of 'Napoleon,'" *Dissent*, Spring 1982, 10 pp.

"Serving the U.S.," *New York Times*, Op/ed, October 14, 1981.

"The Patient has the Floor," a review of Alistair Cooke's *The Patient has the Floor*, *New York Times Book Review*, May 31, 1986.

"Sacred and Secular," a review of Michael Walzer's *Exodus and Revolution*, *The Nation*, April 13, 1985.

"Breaking Faith: Commentary and the American Jews," *Dissent*, Spring 1981, pp. 236-256. Reprinted in *Moment*, March/April, 1981; reprinted in *Le Debat* (Gallimard), Paris, numero 14, Septembre-Octobre 1981, pp. 60-82.

"In Cold Blood," a review of J. Bowyer Bell's *A Time of Terror*, Jan Schreiber's *The Ultimate Weapon: Terrorists and World Order*, and David Hirst's *The Gun and the Olive Branch*; *New York Review of Books*, March 8, 1979, pp. 41-44.