

# THE HIDDEN STRUCTURE OF GLOBAL MARKETS

How Competition, Industry  
Dynamics, and Strategy Really Work



## Dr. Staffan Canback

*Staffan is a global management consultant and entrepreneur with over 40 years of experience, including partnerships at McKinsey and Monitor. He founded Canback Consulting (later acquired by The Economist Group) and co-founded Tellusant to build automated strategy solutions. He holds advanced degrees from KTH, Harvard Business School, and Henley, and is a Fulbright and Wallenberg scholar.*

Join the Institute for Business in the Global Context for a multimodal one-hour session on global markets led by **Dr. Staffan Canback** of **Tellusant, Inc.**

You will first be introduced to analytical tools and his stories from around the world. This is followed by a team breakout session where you will apply the tools in real time, with AI recommended to augment your insights. Finally, the teams will report back, and we will have a grand prize for best contribution.



**9 April 2026**



**12:00 p.m - 1:00 p.m**



**Cabot 205 (in-person only)**



**SIGN UP REQUIRED**

\*Limited to 30 participants

\*Lunch will be served