



Best Practice in Marketing Top Management Focus Group

Management Innovation:

From Business Model Innovation to “Out-of-the-Box”-Marketing

*“Innovation Isn’t an Idea Problem. It’s a Recognition Problem.”
Jennifer Müller (2014)*

Today innovation is argued to be one of the key drivers of companies’ success from both a researchers and a practitioners point of view. Successful innovation requires a new way of thinking, collaboration and business model design, as start-ups such as Uber, Airbnb, Tesla and blippAR demonstrate. However, many companies struggle with real innovative approaches regarding management and marketing.

In our top-management focus group on “Management Innovation: From Business Model Innovation to Out-of-the-Box Marketing” we will discuss how companies can generate, select and implement innovative ideas within their existing as well as new business models. In this context we will focus on different strategies to integrate internal and external stakeholders in marketing and business model innovation.

The following aspects will be highlighted in the focus group discussions:

- Disruptive innovation and business model innovation
- Creating a start-up mentality & a culture that embraces agile innovation
- Design thinking in marketing & sales

Your Benefits as a Participant

- Enjoy a two day workshop in an attractive location in Luzern, Switzerland (excl. board and lodging) with experienced moderators and guest speakers,
- Participate in a non-conventional, experienced-based workshop: unique, agile & interactive.
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target Group: Senior management from all business functions, especially general management (e.g. business unit managers), business development, HR, innovation management, marketing & sales.
- Date: November 06th & 07th, 2018 ([Hermitage](#), CH-Luzern)
- Language: English
- For additional information on this Management Focus Group, please do not hesitate to contact Laura Braun (laura.braun@unisg.ch; +41(0)71 224 71 71).
- If you are interested in participating in this management focus group, please visit the [sign-up portal](#)



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