



СТОКГОЛЬМСКАЯ ШКОЛА
ЭКОНОМИКИ

WEBINAR

REINVENTING CREATIVITY AND INNOVATION

by Stockholm School of Economics in Russia



DATE: MAY 13, 2021

TIME: 19:00-20:30 (MSC)

LANGUAGE: ENGLISH/RUSSIAN

FREE OF CHARGE

REGISTRATION >>>

Reinventing Creativity and Innovation

SPEAKER: ALF REHN (FINLAND)

“During the past two decades innovation has gone from being a specialised term for product development to being a buzzword and a cliché. Almost everything is being referred to as innovation as long as it has even the most tenuous link to novelty, and organisations are rushing to describe themselves as innovative or as having creativity as a 'company value'.”, says Alf Rehn.

What are the issues with contemporary understanding of creativity and innovation? Is there potential for rethinking them through the latest theories and technologies?

If you are interested in the opinion of Alf Rehn, the author of 'Dangerous Ideas' and other bestsellers, you are definitely welcome.

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