

DEXIGNER



Groundbreaking Thought Leader Roger Martin Presents at Chicago's Neocon 2010

Roger Martin, author, business expert and Dean of the prestigious Rotman School of Management at the University of Toronto will be a featured speaker at NeoCon World's Trade Fair in Chicago.

Martin will present his topic, "The Design of Business: Why Design Thinking is the Next Competitive Advantage."

He shares a unique theory of how knowledge advances, and he connects that general theory to corporate innovation, to prescribe a solution to the innovation dilemma of design thinking.

He will set out to answer, "Why, if so many companies publicly set innovation as one of their most important goals, are we so poor at it?"

And why is breakthrough innovation so inconsistently achieved and hard to replicate?

And how can we get better at bringing innovation into the heart of our organizations."