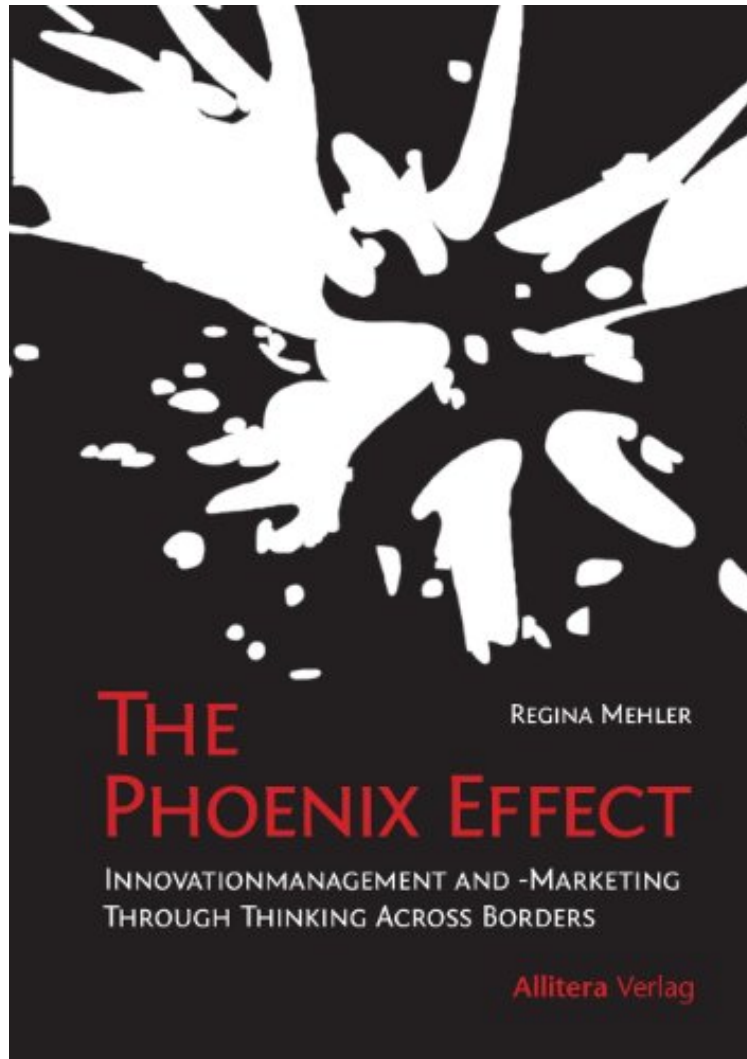


The Phoenix Effect: Thinking outside of the box: Innovational Management and Marketing

Von Regina Mehler

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Von Regina Mehler : The Phoenix Effect: Thinking outside of the box: Innovational Management and Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised The Phoenix Effect: Thinking outside of the box: Innovational Management and Marketing:

Kurzbeschreibung Inspiration for Managers of Innovation! Imagine that you are the head of marketing at a large software company, where your colleagues from sales are looking for opportunities to exchange information with the IT managers of their largest customers. What do you do? Simple- you invite all of the IT managers from the most prominent European businesses to a meeting with the top management of your company. Think this won't work? Possibly. But people won't turn down your invitation to an IT Vision Tour with Bill Gates. Regina Mehler was able to pull this off by inviting 20 high ranking European IT managers to a 5 day trip to the USA. Through the use of her many exciting project examples, Regina Mehler presents methods for marketing managers and their colleagues to generate clever and innovative ideas that will impress management, your colleagues, and your external partners - all without a big budget or resources.

ber den Autor und weitere Mitwirkende Regina Mehler leads the marketing team for central Europe at Adobe and is responsible for developing their marketing strategy. With over 20 years of experience in the IT industry, her passion is for branding, innovation and ROI oriented marketing projects, as well as the integration of marketing and sales. Before beginning at Adobe, she was responsible for 15 countries in her role as Marketing Director for Central/Eastern Europe and Russia and Siebel Systems, and then led the worldwide marketing at Software AG in Darmstadt, Germany as their Vice President of Corporate Marketing Strategy. In 2008, her work rebranding Software AG was recognized with the Gold European Corporate Design Award. In 2009, she received e.g. the American ReBrand Award and in 2010, she founded the Women Speaker Foundation. For more information visit www.regina-mehler.com