

Tuesday Colloquium

By

Prof. Basant Rajan
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Title: “Structured Innovation”

Abstract:

The presentation seeks to demystify innovation and explores a few techniques that could help convert it from being mostly an art to more of a process. The content is based on the Blue Ocean Strategy by Kim & Maubourgne.

Date : August 14, 2012
Time : 15.45-17.00
Venue : Seminar Room, PF-AG14, Prefabs, Near Annabhau Sathe Bhavan, University of Mumbai, Kalina, Mumbai - 400098

All Are Welcome!!!