Vortragsankündigung

"What makes an apple (dis)similar to an orange and how does this matter for new product development"

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Abstract
What does the coffee brand Starbucks have in common with sofas? What about Nike sneakers and mp3 players? A while ago most marketing experts would have replied that those things had nothing in common, suggesting to stay clear of any extension product that was not similar to the brand’s core product. Lately the interpretation of what “similar” means has changed, and with it the boundaries of new product development.

Michael Gibbert is Professor of Marketing at the Communications Department at Universita della Svizzera Italiana, Lugano. Before joining the Lugano faculty, he was a faculty member at Bocconi University, Milan (first Assistant, then Associate Professor), and Adjunct Professor at Stellenbosch University, South Africa. He holds a Ph.D. in Management Strategy from St. Gallen University and taught or researched at the Yale School of Management, INSEAD, and Ludwim Maximilian’s University in Munich. He edited the bestselling “Siemens Knowledge Management Case Book” (John Wiley and Sons) beside other case research with companies such as BASF, DaimlerChrysler, Deutsche Bank, and Novartis. His academic work on case study methods appeared in Journal of Management Inquiry, Management and Organizational History, MIT Sloan Management Review, Strategic Management Journal, and Organizational Research Methods.