

Are you inventive?

How to succeed in Innovation Communications

Theses

Prof. Dr. Ansgar Zerfuß
University of Leipzig



Innovation Communication requires communication managers to take a variety of roles, ranging from Masters of Conversation and Expert Publishers to Devils' Advocates. Defining successful

strategies depends on understanding the underlying concepts of innovation and communication within an organisation and its environment.

Prof. Dr. David Nordfors
Stanford University



The innovation process is a constant competition between ideas and people... and attention a scarce commodity.

Joachim Müller-Jung
Head of Science Department FAZ



The digital revolution fastens the communication process and allows one to get more people informed about innovations and their generators. But that acceleration concerns all innovators, which means

more competition for perception and that leads often to an information style, which is more prone to marketing and selling than to rationale information. This, of course, could weaken the ultimate goal of communication: transparency by „hardcore information“.

Ekkehart Gerlach
Director Deutsche Medienakademie



Do good innovation and talk about its benefits“ is by no means a tired dictum spouted by journalists, but an age-old piece of wisdom from successful corporate leaders in the hi-tech industry.

Carsten Kinast
President Serviceplan



„Idea is King“ – Even though true innovations are something very special today, companies unfortunately still tend to forget that what's important is not the innovation or technology per se,

but what you get out of them.

Dr. Felix Gress
Senior Vice President Communications
BASF Group



Successful innovation does not depend solely on efficient processes but also on an encouraging corporate culture. Innovations are like seedlings which must be handled with care to grow and blossom.