

CSA Speaker News

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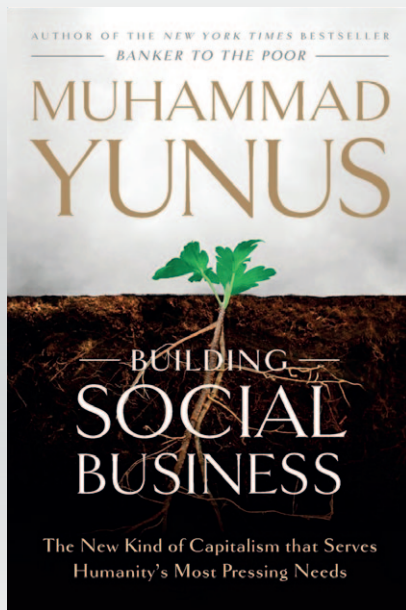
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Books of note

Muhammad Yunus

Building Social Business:

Capitalism That Can Serve Humanity's Most Pressing Needs



Nobel laureate Muhammad Yunus looks more deeply into the concept of social business, an alternative to unfettered capitalism that channels the best energies of capitalism while addressing pressing human needs, by showing how the theory and practice of this idea is growing in the business, academic and philanthropic worlds. Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize for his world-changing efforts, here develops his bold new concept that promises to revolutionize the free-enterprise system: social business.

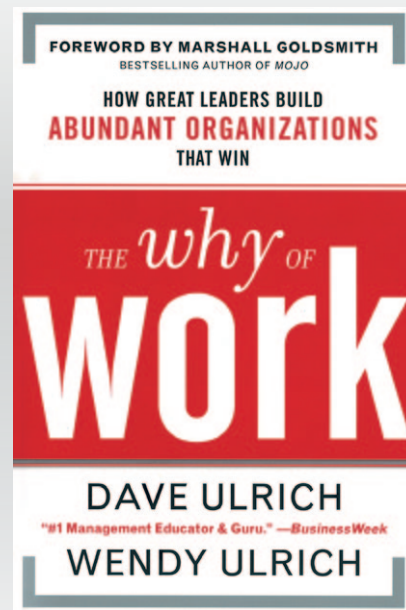
Designed to fill the gap between profit-making and human needs, social business applies entrepreneurial thinking to problems like poverty, hunger, pollution, and disease, creating self-supporting, self-replicating enterprises that create jobs and generate economic growth even as they provide goods and services that make the world a better place. In this book, Yunus traces the development of the social business idea; explains its lessons for entrepreneurs, social activists, and policy makers; offers practical guidance for those who want to create social businesses of their own; and, shows why social business holds the potential to redeem the failed promise of free enterprise.

source: www.amazon.com

Dave Ulrich

The Why of Work:

How Great Leaders Build Abundant Organizations That Win



Before you ask, "Why aren't my employees working harder?" ...ask yourself, "Why are my employees working?"

According to studies, we all work for the same thing and it's not just money. It's meaning. Through our work, we seek a sense of purpose, contribution, connection, value, and hope. Digging down to the meaning of work taps our resilience in hard times and our passion in good times. That's the simple but profound premise behind this groundbreaking book by renowned management expert Dave Ulrich and psychologist Wendy Ulrich. They've talked to thousands of people from rank-and-file workers to clients and customers to top-level executives and synthesized major disciplines to identify the "why" behind our most successful experiences.

Speakers in the News

Bertrand Piccard

'We Have the Technology to End Our Dependence on Fossil Fuels'

Bertrand Piccard has been working on a solar-powered plane for almost a decade and hopes to fly it around the world in 2013. He spoke to SPIEGEL ONLINE about ending the world's addiction to fossil fuels, the aviation industry's need to change and how he plans to stay awake during the round-the-world flight.

SPIEGEL ONLINE:

You have been working on a solar-powered airplane for almost 10 years. But not a single tourist or business traveller will ever fly in your plane. What's the point of the project?

Bertrand Piccard:

To be frank, the airplane is not the most important thing to me. It is a means to an end. The message is the important thing - that's what I've been working on for over the last 10 years. It is only because of this project that people listen to me when I speak about the things that matter to me. I want to make clear that we have the technology today to end our dependence on fossil fuels.

SPIEGEL ONLINE:

Which is why your plane relies on solar power.

Bertrand Piccard:

Yes, and we did not have to develop new solar cells or batteries. Basically, we utilize technologies that you can use in your house, your car or wherever. Of course it is difficult to build a solarpowered plane that flies day and night. You have to optimize some things.

SPIEGEL ONLINE:

But there will be no technological spin-offs from the project?

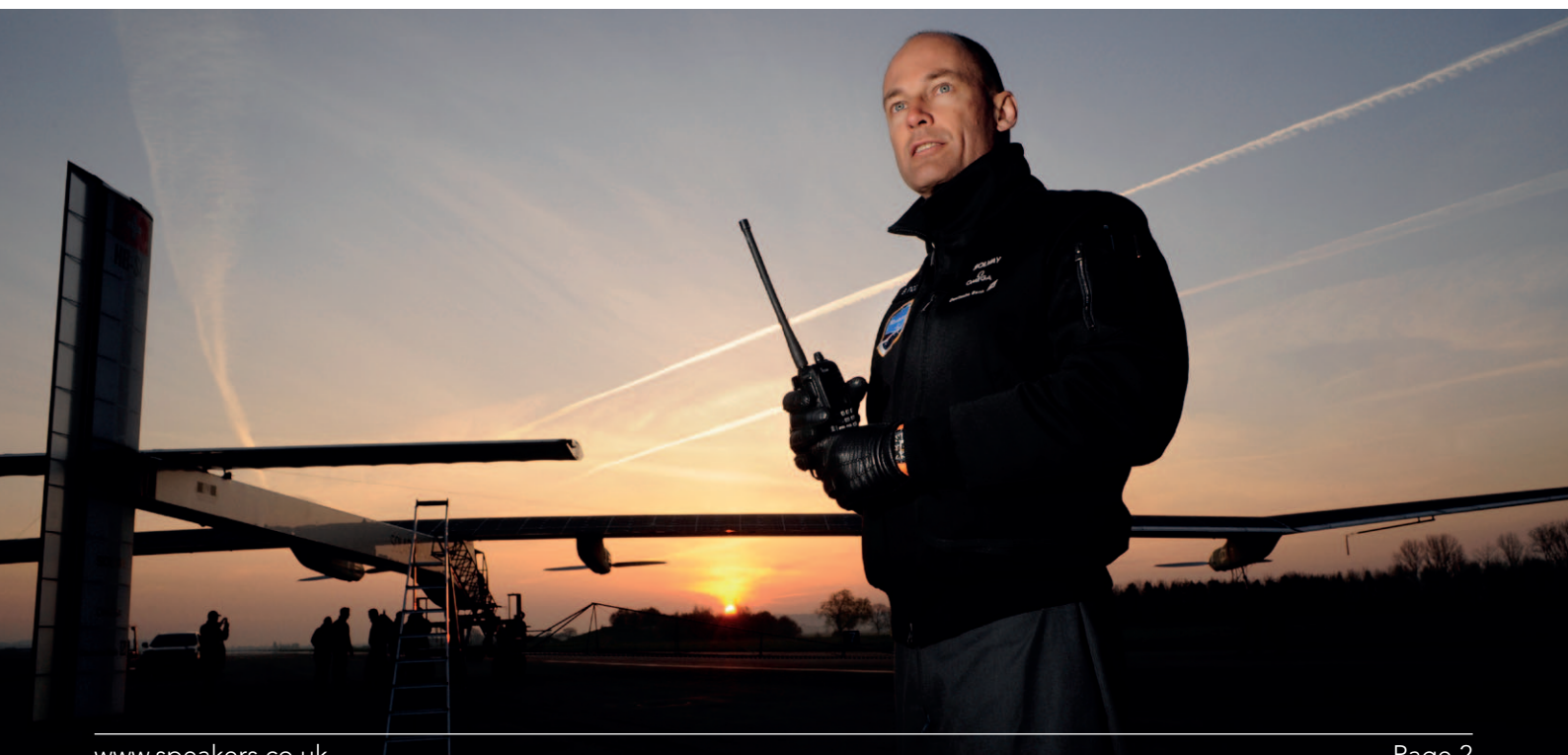
Bertrand Piccard:

Everything is already there. Spin-offs are not important to me. I want to make sure that the people out there follow our adventure and understand that they can save energy and that they can use alternative power sources - just like we do.

SPIEGEL ONLINE:

To spread this message, you have become something of an itinerant preacher around the globe.

source: www.spiegel.de



Speakers in the News

Joseph MacInnis

Damage from spill turning Gulf into 'biological black hole'

Canadian undersea explorer Joe MacInnis led the first team that dived under the North Pole, and is among the few who have explored the wrecks of the Titanic and the Edmund Fitzgerald. He was also one of 28 academics, scientists and government and private-sector experts who met in Washington this month with movie director James Cameron - who has years of experience in deep-water exploration - to map out possible new strategies for dealing with the huge oil spill now spreading through the Gulf of Mexico.

Dr. MacInnis, one of the world's most respected ocean scientists, talked to reporter Richard Blackwell about the impact of the spill and why it is so damaging to a crucially important region of the world's oceans.

How do you feel personally about the spill?

I am devastated, angry and frustrated. I feel so sympathetic to those people who live in the Gulf and I feel terrible for the ocean.

The world's largest ecosystem is [already] under enormous stress from all kinds of things – from global warming to acidification to overfishing – and suddenly the Gulf of Mexico, the ninth-largest body of water

in the world, takes this colossal hit. It's [now] a biological black hole.

Where is the damage worst?

Everybody has been talking about what is going on at the surface, but there is a mile between the seabed and the surface. What is happening there? This is the time of year when the young of snapper and gill fish and lobster and all the incredible ecosystem components are spawning, and they are dying by the uncounted trillions. It is the killing fields.

source: www.theglobeandmail.com



**Deep Sea Explorer,
One of the World's
Most Respected
Ocean Scientists &
Best-Selling Author**

Speakers in the News

Vijay Govindarajan

Reverse Innovation in Action

Romanian Cars from a French Company on the German Autobahn

Imagine you're German, you need a new family car, and you have a limited budget - say, US\$9,400. What can you do? Continue using public transportation? Buy a used car? Or maybe buy a brand-new Dacia Logan! Dacia is a Romanian car manufacturer acquired in 1999 by French automaker Renault with the aim of designing low-cost passenger vehicles for emerging Eastern European markets. The Logan, a five-seater with a spacious trunk, was introduced in Romania in 2004 and subsequently to neighboring countries.

In Germany alone, where the car is offered starting at US\$9,400, Dacia's sales jumped from about 6,000 units in 2006 to about 85,000 units in 2009 - this in a land studded with its own car brands.

When Dacia launched the Logan in Germany, they followed five principles that may be useful to other companies planning to bring emerging market products into developed markets.

Focus on building platforms, not products. Platforms can be scaled up or down for global markets. For the German market, Dacia scaled up the product platform with more safety features and more appealing exterior characteristics, such as metallic paint. This allowed the automaker to charge higher prices and, in turn, reap higher profit margins.

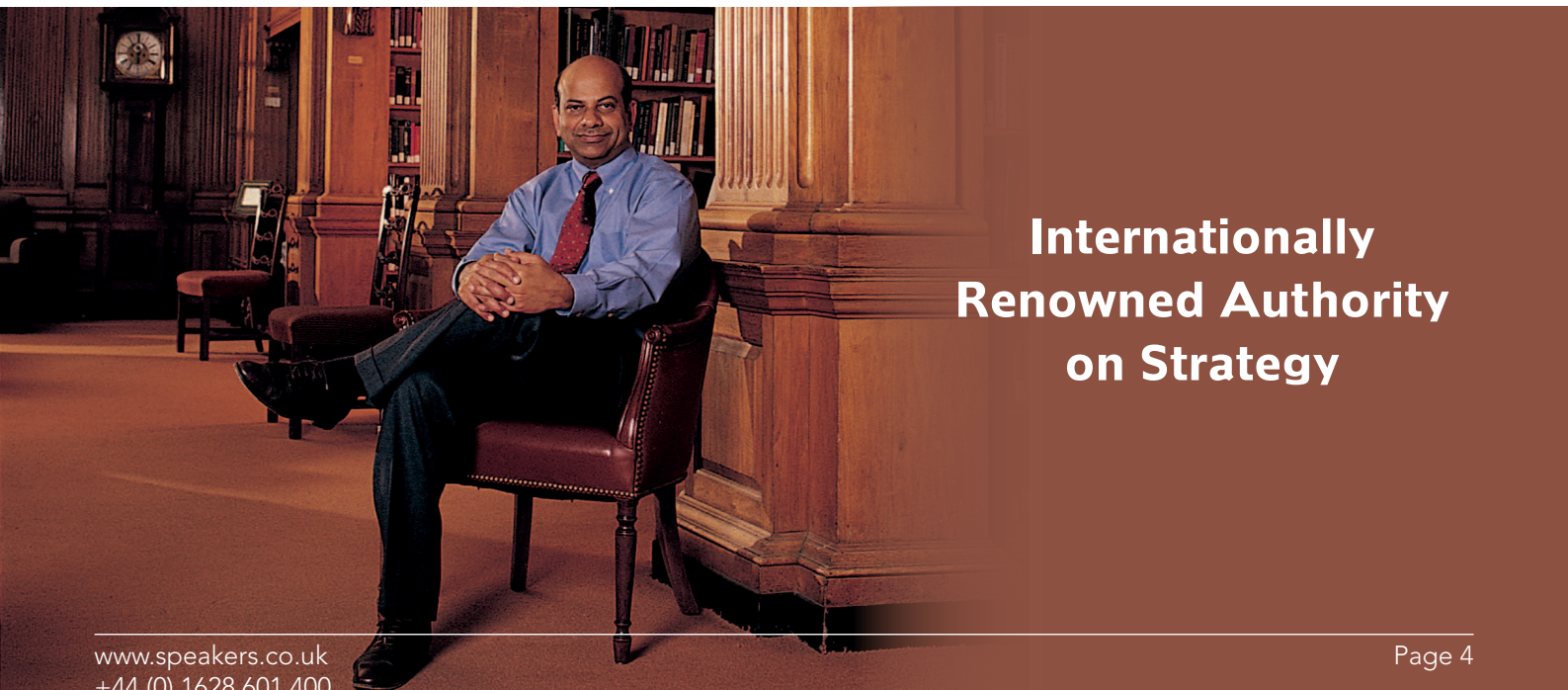
Select target customers. The company carefully chose its target customers. Typically, these customers are people who buy a Logan instead of a used car, a cheap, Asian import, or a very small European car. These customers value price, space, and reliability. Renault highlights Logan's best space-price ratio in its respective car segment. The car's exceptional reliability is highlighted via guarantees, regular checks, and customer satisfaction surveys.

Emerging market platforms must be low cost but not low quality. Dacia's marketing emphasized the fact that it's able to offer low prices without sacrificing quality and safety.

Commercial innovations are essential. The Logan is not just a product innovation, but a commercial innovation as well. Dacia employs low-cost marketing (they don't advertise on TV) and they initially sold the Logan through existing Renault dealerships.

Protect global brand. Renault introduced Dacia as a separate brand, to avoid potential negative effects on its core brand.

We may be at the cusp of a new era where breakthrough innovations happen first in poor countries and those innovations subsequently are taken to rich countries. Logan is a powerful example of such reverse innovation.



**Internationally
Renowned Authority
on Strategy**

Recommended Speakers

Sahar Hashemi

Author, Entrepreneur and Innovation Expert

Sahar is one of the most inspirational female entrepreneurs. Having successfully built two brands - Coffee Republic and Skinny Candy, along with publishing two best-selling books, Sahar has been named Young Global Leader by the World Economic Forum in Davos. In addition she has been named one of the top 35 women in British business by Management Today.

Sahar's latest book '*Switched On*' is all about being entrepreneurial at work and how to create a switched on mindset. It is this approach and passion of Sahar's that makes her a truly compelling speaker, leaving audiences stimulated, enthused and inspired for change.



Jacques Attali

Author and Expert Economist



Jacques Attali is currently chairman of a new technologies consultancy firm and President of PlaNet Finance, an international non-profit organisation providing microfinance. He is also a professor, writer, honorary advisor of State and former Special Advisor to the French President.

Dr Jacques Attali demonstrates great insights into the effects of globalisation, the changing world order, geo-political issues and the future of Europe. His keynote speeches are in demand at prestigious conferences around the world.

Richard Branson

Author, Entrepreneur and Innovation Expert

Sir Richard Branson is one of the most admired figures in business today. Best known for his Virgin brand of over 360 companies, Sir Richard is also one of the founders of the Carbon War Room, working to harness the power of entrepreneurs to implement market-driven solutions to climate change.

A charismatic and charming individual, Sir Richard presents his business philosophies as a 'transformational leader'. His unique business strategies and his focus on the Virgin Group as an organization driven on informality and information have made him into a truly global player.

