



# Dr. Peter Kreuz MBA, MIM, Dipl.-Betw.

Bestselling Author & Management Consultant



## CSA CELEBRITY SPEAKERS

Peter Kreuz represents a new generation of European-based management thinkers. He scans all five continents to track down unconventional and successful business concepts and the people behind them. In his internationally bestselling books (co-authored with Anja Foerster) he demonstrates, that in order to succeed in an increasingly competitive world, individuals and businesses alike need to come up with new takes on old business models, fight commoditization and find unconventional avenues for growth.

**"A passion for challenging management orthodoxies"**

### In detail

Peter Kreuz advises top executives at companies including BMW, HP, Mars, Microsoft and Siemens. He holds an MBA and a PhD in business strategy. Formerly, he was a senior consultant at Andersen Consulting and an assistant professor at the Vienna University of Economics and Business Administration.

### What he offers you

Dr. Kreuz helps organisations identify growth opportunities and game-changing strategies. It's all about innovation, energy and change. Peter Kreuz is among the most influential voices on the European speaking circuit today.

### How he presents

With Dr. Kreuz's ground-breaking thinking, humour and a healthy disregard for established wisdom, he challenges management orthodoxies and shows how companies can achieve success by following unconventional paths and conquering hitherto undiscovered markets.

### Topics

Innovation  
Energy  
Change  
Different Thinking  
Anything but Ordinary

### Languages

He presents in English and German.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2007

Different Thinking - Creative Strategies for Developing the Innovative Business

Anything But Ordinary (Financial Times - Business Book of the Year Award)