

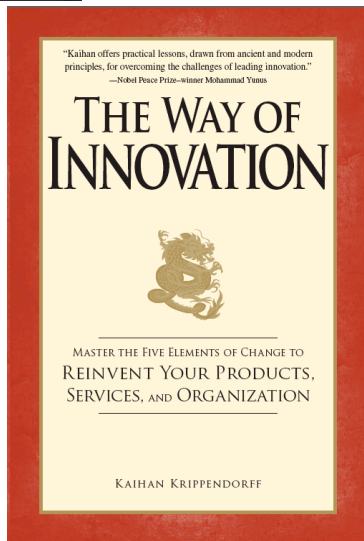
Monday, October 20 at 5:00 p.m.

Kaihan Krippendorff



Presenting:

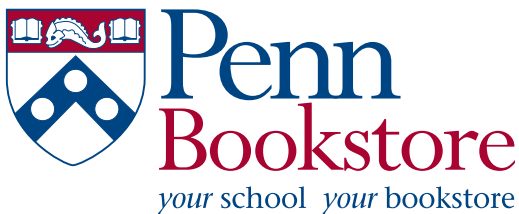
The Way of Innovation



The Penn Bookstore welcomes corporate strategist Kaihan Krippendorff to discuss his new book, “The Way of Innovation.”

“The Way of Innovation” explains how a person can adapt and thrive by recognizing, understanding and utilizing the ancient Asian approach to innovation. Krippendorff describes how to pass through the five stages of innovation – Metal, Water, Wood, Fire and Earth and illustrates how companies such as Microsoft and Nokia use this powerful wisdom.

Krippendorff is a former consultant with McKinsey & Company and the author of “Hide a Dagger Behind a Smile: Use the 36 Ancient Chinese Strategies to Seize the Competitive Edge” and “The Art of the Advantage.” He currently helps other companies like Johnson & Johnson, and Wal-Mart outthink their competition.



3601 Walnut Street
Philadelphia, PA 19104
215-898-7595
www.upenn.edu/bookstore

We honor all Barnes and Noble Member privileges.



All events at the Penn Bookstore are free and open to the public.