

UNIVERSITY OF HOHENHEIM

Center for International Management & Innovation

Prof. Dr. Alexander Gerybadze



Lecture Series

International Management & Innovation

2015



Invitation



Prof. Dr. Michael Kaschke

Chief Executive Officer

Carl Zeiss AG

***„Globalizationm and Digitization:
Conversion of Megatrends into the
ZEISS Innovation Strategy“***

Thursday, 16.July 2015, 10:00 s.t.

University of Hohenheim

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