

Innovating by What We Care About: Values-Based Innovation Management and new business models for sustainable development

Guest Lecture by Prof. Dr. Henning Breuer, HMKW & UXBerlin, Germany on Nov 5th, 2018

Every human and every company holds values, but these notions of the desirable remain widely untapped as sources of and drivers for innovation. Values-based innovation management research demonstrates the potential of values to integrate diverse stakeholders into innovation processes, to direct collaborative efforts, and to generate innovations that matter. Historical and current case studies demonstrate how innovation in processes, products, services, business models, and even in whole organisations and networks may be driven and guided by notions of the desirable. Reframing existing methods and techniques allows us to realise ideals through new business models, and to drive innovations that cater to what we really care about.



www.valuesbasedinnovation.com



www.uxberlin.com/businessinnovationkit

Henning Breuer, PhD is founder of UXBerlin – Innovation Consulting (www.uxberlin.com), and professor for business and media psychology at the University of Applied Sciences for Media, Communication and Business in Berlin, Germany. Since 2001 we works as an innovation consultant for large companies such as Deutsche Telekom, General Motors, PSA, Lufthansa Systems, but also for young companies such as Dropbox and public organisations such as the German Corporation for International Cooperation GmbH. His consulting work focusses on innovation management and future scenarios, sustainable business models and ethnographic user research. As visiting professor and researcher he worked at Waseda University (Tokyo), the University of Chile (Santiago), and the University of Applied Sciences in Potsdam on interaction design and learner-centred environments. Henning studied psychology, philosophy, and law at the universities of Magdeburg, Berlin, and Tuebingen.

Hosts: Fashia Subhan & Prof. Kenneth Husted

Date: 5th of November, 2 – 3 pm

Venue: CaseRoom2/260-057, OBBG building
The University of Auckland, Business School
Sir Owen G Glenn Building, 12 Grafton Road
Auckland



WHAT SHOULD INNOVATION LOOK LIKE?
AND WHICH VALUES SHOULD UNPIN AND ENGAGE EMPLOYEES,
CORPORATIONS AND SOCIETY IN THEIR PURSUIT OF INNOVATION?

“Fresh thinking! This book brings the idea of shared and co-created value on a new level: the innovation perspective.”

Prof. Dr. Frank Piller, Professor of Management and Scholar
of Mass Customization & Open Innovation, RWTH Aachen University, Germany

“Breuer & Lüdeke-Freund make an important contribution by asking us to consider what we care about and showing practicing managers how values can be used as the driving force for successful innovation management.”

Dr. Steffen Conn, Operations Director, ISPIM,
The International Society for Professional Innovation Management

“Values are the well spring of innovation and value creation. At last, a book that understands how real business works. Should be read by everyone concerned with making their organizations better at innovation and value creation.”

Prof. Dr. R. Edward Freeman, Professor of Business Administration,
Darden School of Business, University of Virginia, USA

“The values-based view on innovation advocated in this book offers a new perspective on how to understand, assess and manage business innovation. It’s a must-read for students, lecturers and professionals interested in business management and ethics.”

Prof. Dr. Abraham Olivier, Head of the Department of Philosophy,
University of Fort Hare, South Africa

Henning Breuer is the founder of UXBerlin - Innovation Consulting, and Professor for Business and Media Psychology at the University of Applied Sciences of Media, Communication and Management in Berlin, Germany.

Florian Lüdeke-Freund is a Postdoctoral Research Associate at the University of Hamburg. His research focuses on sustainable entrepreneurship, business models and their innovation.

To access additional supporting material and resources, visit the companion website at
he.palgrave.com/companion/breuer-values-based-innovation-management

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