



# Prof. Manfred Perlitz

Authority on Global Strategy Management & International Management



## CSA CELEBRITY SPEAKERS

Professor Dr. Manfred Perlitz holds the chair of International Management at the University of Mannheim. For more than two decades, he has been an active member of the Universitätsseminar der Wirtschaft (USW) and teaching at internationally renowned business schools, such as Harvard Business School, the University of California, Berkeley, London Business School, as well as other universities in the US, Europe, Asia, South Africa and Brazil.

**"The most consulted professor for international management and strategy issues in Germany" Manager Magazine**

### In detail

Prof. Perlitz was the European coordinator of the 'Company of the Future' project, in which European and Japanese companies and universities collaboratively researched to develop a framework for successful management in the 21st century. The project was funded by the European Union and by MITI.

### What he offers you

Prof. Perlitz specializes in strategic management issues, serving both large companies and SMEs of different industries in countries all over the world. Using his vast experience he uniquely combines methodological skills and industry specific expertise.

### How he presents

A uniquely gifted speaker he presents in a relaxed, but engaged manner. He provides value added and goal orientated strategies, tailoring his message to each individual client.

### Topics

International Management  
Strategic Management  
Innovation Management  
Asia: Myth and Reality  
From Knowledge Management to the Learning Organisation  
What it Takes to Become a Global Manager

### Languages

He presents in German and English.

### 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

**2004**

International Management

**1999**

Neue Märkte - Strategien für das 21. Jahrhundert (New Markets-Strategies for the 21st Century)

**1997**

Internationales Management (International Management)

**1997**

Strategien im Umbruch - (Strategies under Revision)

**1996**

Reengineering zwischen Anspruch und Wirklichkeit (Reengineering - Realities & Expectations)