



**Copenhagen  
Business School**  
1917 - 2007

## **TAKE BRAND INITIATIVE - MEET THE AUTHORS AND COMPANIES FEATURED IN NEW BOOK!**



**An afternoon for inspiration:**  
Meet corporate thought leaders  
Jørgen Vig Knudstorp (CEO,  
The LEGO Group), Edgar  
Jorissen (Marketing Director of  
Nike) Charlotte Ersbøll, (Cor-

porate Brand Manager, Novo Nordisk), and fashion guru Peter Ingwersen, Founder and CEO of the hot new brand Noir. Learn about major innovators behind their corporate brands and discover a revolutionary approach to Corporate Branding presented in a new book by professors Majken Schultz and Mary Jo Hatch. Through tales of their professional experiences and insightful reflections, this event will take you on an exciting journey through the colorful landscape of Corporate Branding.

**The book Taking Brand Initiative:** How Companies Can Align Strategy, Culture and Identity Through Corporate Branding looks beyond the marketing value of brands (company-to-customer) and the HR significance of brands (company-to-employee). Embracing these approaches and much more, it offers an integrative view of corporate brand management as a process that drives business forward in a global economy. With practical analytical models and tools designed to improve the effectiveness of your corporate brand, reading this book will change how you think about your branding efforts.

After the event Majken Schultz and Mary Jo Hatch will be available for informal discussion and book signing. For a detailed program visit:

[www.majkenschultz.com](http://www.majkenschultz.com)

*In Collaboration with*



### **Time and place:**

8 May 2008

13.30 - 17.00

Registration from 13.00

Copenhagen Business School  
Solbjerg Plads 3,  
Tuborg Auditorium  
2000 Frederiksberg

[See address at map](#)

### **Price:**

kr. 200,- including book and refreshments (CBS Students: kr. 50,- excl. book)

[Please register here](#)

Registration is complete when we have received your payment

### **For further information:**

[event.executive@cbs.dk](mailto:event.executive@cbs.dk)

Tlf: 38 15 30 00

[www.cbs.dk](http://www.cbs.dk)

### **Arranged by:**

CBS Executive and Reputation  
Institute

