

# Game **CHANGERS**

**WHEN** Saturday 22.11 from 10:30 to 12:30

**WHERE** @USI, A32 Room, Red Building 3rd Floor, Via Buffi 13, Lugano

**FORMAT** 2 hs Event + Standing Lunch

## **MAIN TOPIC**

*Doing "business as usual" is not enough during times of economic downturns. We need "game changers" - people who create new sources of value through what Joseph Schumpeter called "creative destruction." Who are the "game changers"? Why do they matter? How can firms develop them? How can you become one?*

## **SPEAKERS**

Prof. Gianluca CARNABUCI  
Associate Professor of Organization and Management at USI  
USI EMBA Co-Director.

Prof. Erik LARSEN  
Professor of Management at USI.

Prof. Rico MAGGI  
Professor of Economics, USI – Head of Institute for Economic Research

*Ready to become a "Game Changer"?*  
**Limited places, book now at [emba@usi.ch](mailto:emba@usi.ch)**