

SEIZING THE WHITE SPACE

GROWTH AND RENEWAL THROUGH BUSINESS MODEL INNOVATION



**28 June 2010,
Monday**

6.30 – 9.00pm

MIS Executive Club

MIS Member - \$20

Non Member - \$35

**MIS Student –
Complimentary**

A practical approach to fuel game changing growth through business model innovation.

Transformational new growth remains the Holy Grail for many organizations. But a deep understanding of how great business models are made can provide the key to unlocking that growth. This landmark book describes how companies can achieve transformational growth in new markets Or, simply put, how they can seize the white space.

To step out into the unknown and seize the white space requires a new language - and a framework with which to understand an existing enterprise and the white space it hopes to conquer.

This book - from Clay Christensen's firm Innosight - is devoted to making game-changing business model innovation a possibility. Leaving the rhetoric to others, it provides the building blocks for creating business model innovation: first, by showing executives how to discover new business models and then by showing them how to bring these innovations to market. With road-tested frameworks, analytics, and diagnostics, this book gives executives everything they need to reshape their business and achieve fantastic growth.



About the Author

Mark Johnson is co-founder and Chairman of Innosight, an innovation-based consulting, research, and executive training firm focused on helping companies and institutions innovate for new growth and transformation.

PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : **S\$20** Non member : **S\$35**

MIS Student: Complimentary

(Light dinner will be provided)



MARKETING
INSTITUTE OF
SINGAPORE

Event: Seizing the White Space: Growth and Renewal Through Business Model Innovation – 28 June 2010

Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
_____ Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741, email: membership@mis.org.sg

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (**Attn: Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

Method of Payment

Total Amount Payable: \$ _____ (**Please make payment before the event**)

Cheque No: _____ Bank Name: _____

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card : AMEX MasterCard VISA

Cardholder's Name: _____

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Card No: _____ CVV No: _____

Expiry Date : _____ (MM/YY)

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