

本セミナーは、『血肉化するイノベーション：革新を実現する組織を創る』日本語版出版記念として開催します。
This event will be held to commemorate the publication of the Japanese edition of the book,
“Built to Innovate: Essential Practices to Wire Innovation into Your Company's DNA”.

📌 Who should attend?

- Struggling to build an innovation-driven culture in your organization?
- Wondering why middle managers play a key role in driving innovation?
- Looking for ways to turn customer insights into new business opportunities?

🔍 Join Professor Ben Bensaou (INSEAD)—Thinkers50 Innovation Award winner and trusted advisor to top global companies—as he shares practical frameworks and real-world case studies on how organizations can make innovation a systematic and sustainable practice.

🎤 Speakers:

- Ben Bensaou (Professor, INSEAD, Author of Built to Innovate)
- Jin-ichiro Yamada (Professor, Kyoto University, Co-translator of Built to Innovate – Japanese Edition)



Register Now!



SPECIAL LECTURE BY INSEAD PROFESSOR
BEN BENSAOU

Built to Innovate

A Different Innovation Narrative



MONDAY, APRIL 28, 2025, 18:15–19:45

KYOTO UNIVERSITY, RESEARCH BUILDING NO. 2, 3F, LECTURE ROOM 3

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