

GfK Academy

Knowledge Based Market Management



 **GfK Academy**



GfK Academy. Excellence from Knowledge

Knowledge. Corporate Strategy. Business Success.

Knowledge Based Market Management

The cutting-edge of business thinking

The declared aim of GfK Academy is to promote professional management training in the generation and practical application of knowledge. It gives candidates cutting-edge knowledge and the capability to apply it successfully in practice as an integral component of corporate strategy.

GfK Academy operates as an independent business unit of GfK Association. As such, it has access to one of the world's largest pools of knowledge and to GfK's network of advanced practical know-how and market expertise.

More than ever before, economic growth relies on concrete, comprehensive and verifiable knowledge. Growth also relies on the ability of those concerned to apply such knowledge optimally as a basis for successful market management within their company.

It is precisely this comprehensive knowledge based on verifiable business insights, which forms the core of **Knowledge Based Market Management (KBMM)** – the new, exclusive standard for management training which constitutes the unique benefit offered by GfK Academy.

The primary aim of KBMM is to teach candidates the management skills needed to evaluate the relevant market insights and transform them into successful strategic recommendations for action.

GfK Academy's program is a program beyond the principles of market research and is aimed at all managers involved in marketing, market research, corporate planning, research and development, and client management. The different subject modules build on and complement each other to deliver comprehensive decision-making knowledge in all relevant areas relating to marketing strategy.



Knowledge Based Business Success

Tools and strategies for immediate application in your organization

If, for example marketing strategy, communication and marketing performance are important to you, all the seminar programs provide leading edge information on the topics which interest you, and illustrate these with actual examples of the potential issues confronting corporate management. They encourage candidates to challenge current knowledge and to segue into blue sky thinking which can be directly linked to the contemporary realities of the market. The primary object of these seminars, however, is:

To give candidates practical strategies and tools that can be applied in their organizations immediately on their return.

This is assured by a highly interactive approach and in groups kept deliberately small to ensure the optimum learning effects. Specifically, this involves:

- Highly interactive sessions, real-time (including participants' own) market-based examples and discussions
 - Exercises and group work designed to enhance the ability of participants to implement concepts, tools, models and strategies in their own work environment
 - Work on actual business case studies
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A Network of Excellence

The GfK Academy's unique profile

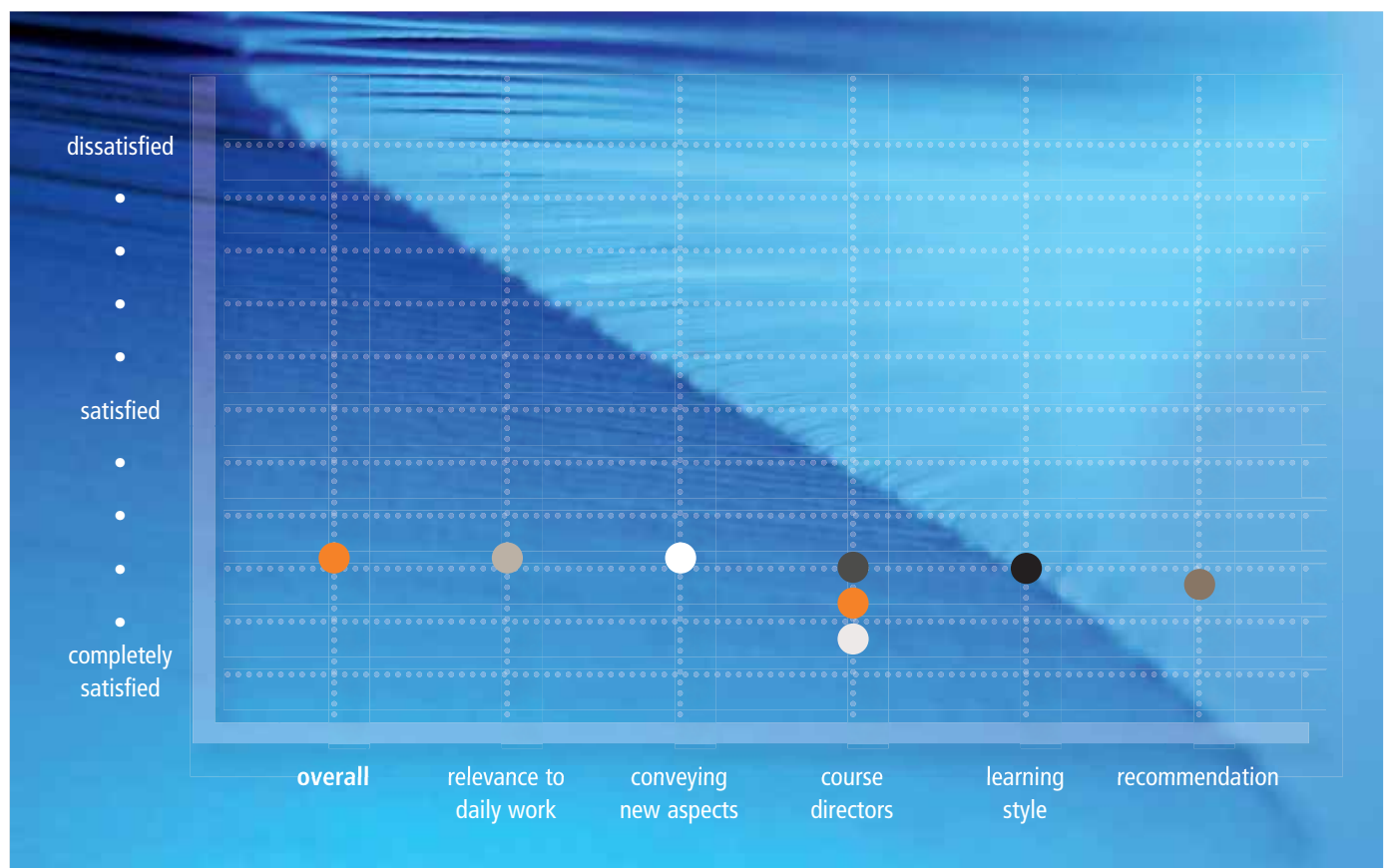
The international orientation of GfK Academy, which is attended by candidates from all over Europe, not only supports a professional, but also an intercultural peer group exchange of ideas and experiences.

This is an aspect particularly high-lighted by our international lecturers. Candidates will explore advanced contemporary business thinking with lecturers of world renown, who have acquired their reputations as cutting-edge business thinkers well beyond their particular areas. Luminaries like **Prof. Sunil Gupta**, Harvard Business School, **Prof. Klaus Wertenbroch**, INSEAD, **Prof. Kevin Lane Keller**, Tuck School of Business at Dartmouth College, speak for themselves. They provide practical frameworks and guarantee an exceptional level of professional know-how, based on their widespread experience as consultants as well as on their scientific projects.

Consequently, you can expect to acquire a pioneering blend of **scientific** and **business** perspectives. This is cutting-edge subject matter and top flight content in a form which is suitable for immediate practical application.

Appreciation of Knowledge Based Market Management

How participants evaluate their course experiences



What Seminar Attendees Say

These comments from participants speak for themselves

“Very competent and really great lecturers! They provided not only an excellent framework for intensive discussions but delivered as well tools which can be easily transferred in our daily business.”

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“The internationality and the diversity of industries of the participants and especially the quality of the lecturers were just amazing!”

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“This seminar was a very inspiring experience for me. The mix of people made up an interesting pool of talent and knowledge. Experience and knowledge of the speakers did show throughout the lessons and made them special.”

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“Excellent – a ‘straight forward’ seminar, far away from too much theory, great case-studies and helpful aids for implementing CRM in day-to-day business!”

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“Mind-opener – international group of participants, from various industries and good teachers. I will apply the learning to my business as of tomorrow. Worth booking!”

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“The course definitely took my thoughts out of the box. It was great to have the chance to meet so interesting and international people. The program effectively blends case study with theory to address real-life competitive issues. I have learned a lot. Great organization!”

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“Great chance to meet and interact with business equals. Analysing the cases really shapes your thinking and approach to complex issues.”

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“The program has changed my way of thinking and will lead to look at challenges from a different angle. I and my team will certainly benefit from all the new aspects presented by international top class lecturers during four great days.”

Welcome to the network of excellence! Welcome to GfK Academy!

GfK Academy
Nordwestring 101
D-90319 Nürnberg

Tel.: +49 (0) 911 395 2266
Fax: +49 (0) 911 395 2715
info@gfk-academy.com
www.gfk-academy.com
