

Miami



Zurich



A Global Forum of Global Significance



New York



Shanghai





On October 5, 1908, Northwestern University's School of Commerce opened its doors on the corner of Lake and Dearborn in downtown Chicago. In 2008, the school — now known as the Kellogg School of Management — will celebrate its 100th anniversary. The Centennial Celebration will begin in October 2008 and continue through May 2009. Kellogg will commemorate its graduates and 100 years of developing leaders in a culture of innovation and collaboration.

The Centennial Celebration will include many events on the Evanston and Chicago campuses as well as in other cities. These events will honor the school's mission and shine a spotlight on the Kellogg School, both in the United States and abroad.

Above: Professor of business history Lawrence "Gene" Lavengood (left) regales a class in the 1960s with the ready assistance of finance professor Donald P. Jacobs.
Photo by Nickerson

Our goal is to celebrate our successes with our alumni and friends from around the world. To do so, we will host four Centennial Conferences in four different global cities. Each of these conferences will highlight a century of research and teaching at the Kellogg School.

We invite you to join us at one or all of the Kellogg School's Centennial Conferences and to engage in dialogue with Kellogg School faculty and thought leaders from many different industries.

The Kellogg School has long influenced the way business is taught. Our Global Centennial Conference Series carries forth that tradition, bringing together the brightest minds from the school's past, present and future to consider the issues facing leaders in the new century.

innovate

build
brand

The Kellogg School of Management develops global leaders who make contributions of lasting significance for the world. Kellogg imparts **Intellectual Depth, Leadership Skills and Social Responsibility, Experiential Learning** and a **Global Perspective** to students in its full-time, part-time and executive MBA programs, as well as in its non-degree executive education programs.

Our unique approach to management education prepares students to become global leaders who can assess organizational strengths and weaknesses, identify creative solutions to business challenges, and inspire consensus across diverse groups of stakeholders. These are the qualities that distinguish the Kellogg School MBA graduate. Taught by a world-class, research-based faculty and supported by a network of 50,000 alumni globally, today's students continue the legacy that began when the school was founded at Northwestern University in 1908. Today, the Kellogg School remains one of the world's most prestigious business schools.

Since 1995, the Kellogg School's reach has expanded to include executive MBA partnership programs in Asia, the Middle East, Europe and Canada, as well as a new Kellogg School campus in Miami.

The Kellogg School is home to a renowned, research-based faculty that generates cutting-edge research on all aspects of management and business. Faculty members showcase their findings on Kellogg Insight at insight.kellogg.northwestern.edu.

The school also hosts more than 20 research centers that focus on topics from ethics to banking. The newest are the Ford Motor Company Center for Global Citizenship and the Levy Institute for Entrepreneurial Practice, both founded in 2003. Several scholarly journals are edited at Kellogg, two of which — the *Journal of Economics and Management Strategy* and *Games and Economic Behavior* — were created here as well.

The Centennial Celebration will heighten the visibility of the Kellogg School on a global level, strengthen alumni participation in Kellogg School events, highlight the achievements of the Kellogg School faculty, and differentiate the Kellogg School from other business schools. We invite you to participate in the opportunities that are offered as part of our Centennial Celebration.

The Centennial Celebration will engage all the school's constituencies — current and future students, faculty, alumni, government and business leaders, prospective donors and current donors.

Please join us as we celebrate in Miami, Zurich, New York and Shanghai.

Participate

engage

Customer-Centric Innovation

Innovation is the engine of profitable growth in large corporations. Corporations like Apple, Google, Nintendo, Amazon.com, Proctor & Gamble and BMW are testimony to the power of innovation in driving shareholder and customer value. They are also testimony to the power of *customer-centric innovation* – innovation that starts with deep customer insights and results in products and experiences that delight customers. How can firms become more customer-centric in their approach to innovation? How will they need to change their mindset, their processes, and their incentives as they seek to embrace customer-centric innovation? What can we learn from leaders in this area? What insights does academic research in innovation offer in this area? Join our distinguished business leaders and faculty to explore these issues in the first of four Kellogg Centennial conferences.

Mandarin Oriental Hotel
January 11–12, 2009

Gaining Deep Customer Insights

Customer-centric innovation is rooted in customer insights – looking at customer needs, customer frustrations and customer desires in a fresh and not-yet-obvious way. We will discuss what insights look like, where they come from, and how corporations can create a systematic and repeatable process for creating customer insights.

Creating Brands and Intellectual Assets

In order to protect and profit from customer insights, they must be converted into intellectual assets – copyrights, trademarks, brands and patents that can be monetized. Management of intellectual assets is becoming critical for competitive advantage as the importance of intangible knowledge grows in the economy. We will explore how intellectual assets are created, protected and leveraged.

Leading and Managing the Innovation Process

Innovation is too important to be left to chance. It must be managed proactively and strategically as a process. What does the innovation management process look like? How can it be adapted to different business contexts? What is the role of leadership in creating a culture of innovation in an organization? We will explore the process and the people aspects of customer-centric innovation.

Alumni Co-Chair

Pete Pizarro '94
Chairman and CEO, eLandia International

Faculty Co-Chair

Mohanbir Sawhney
McCormick Tribune Professor of Technology and Director of the Center for Research in Technology and Innovation

Faculty Participants

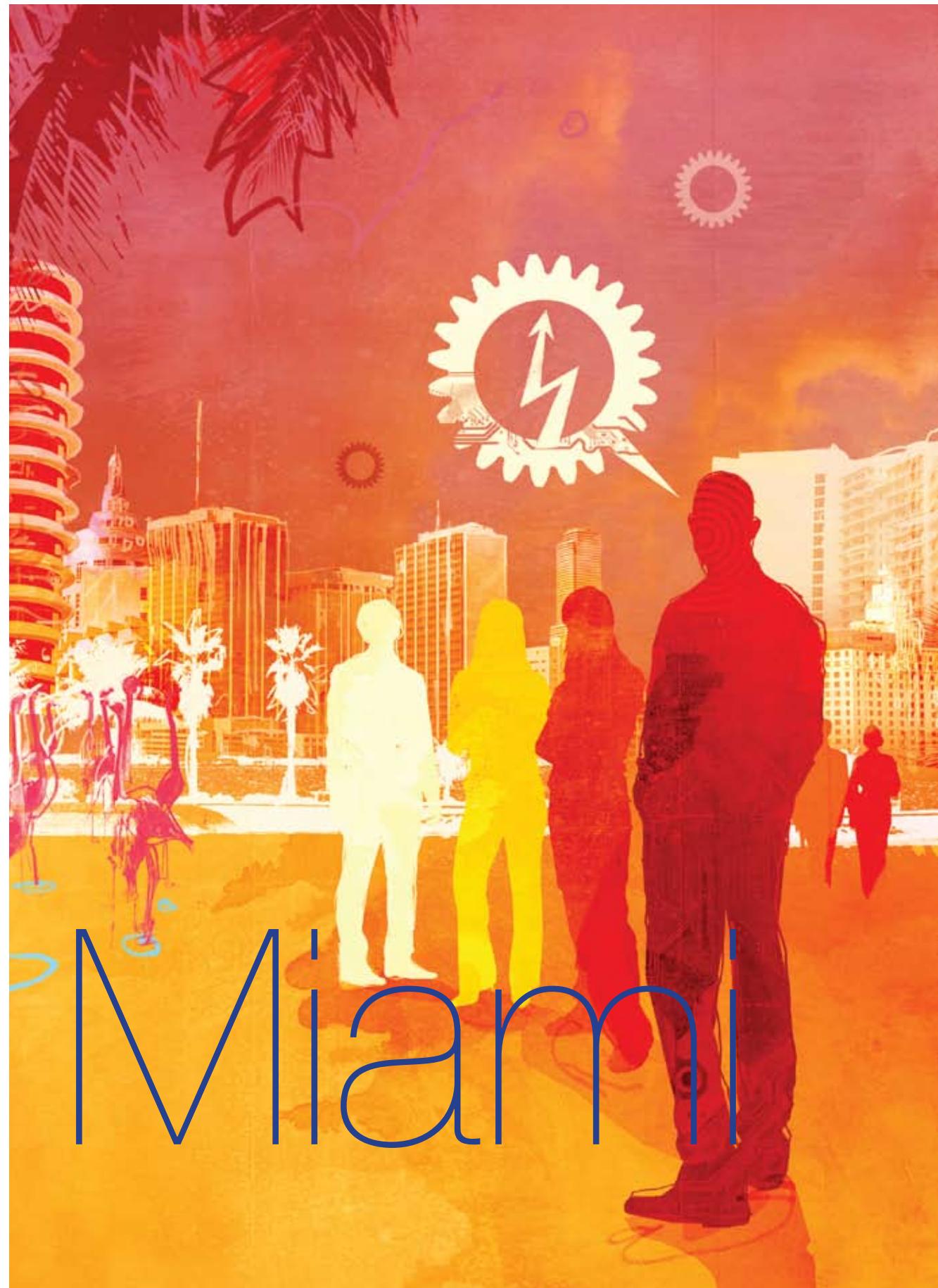
James Conley '92
Clinical Professor of Technology Industry Management and Professor of Industrial Engineering and Management Sciences, McCormick School of Engineering and Applied Science

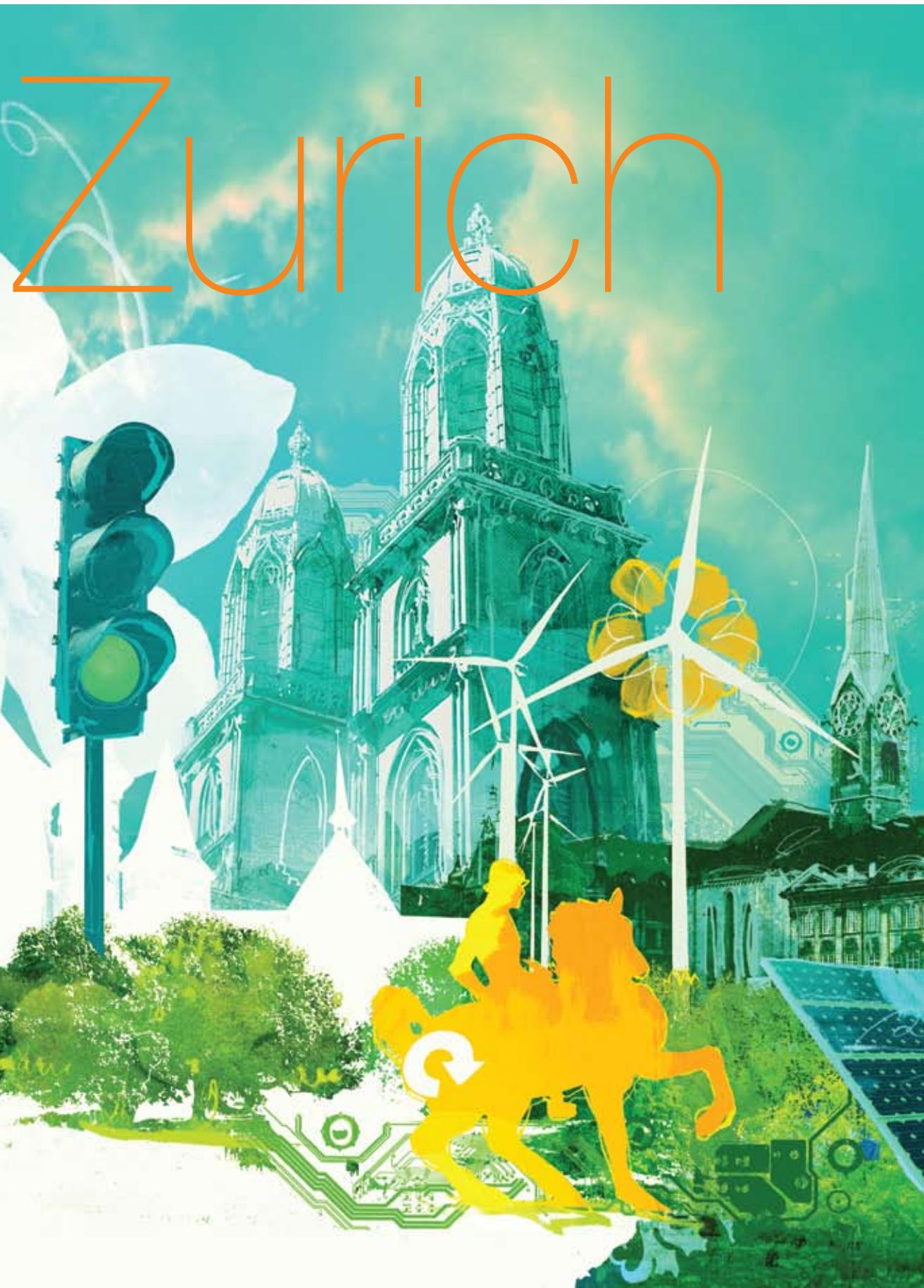
Shane Greenstein

Elinor and H. Wendell Hobbs Professor of Management and Strategy

Scott Stern

Associate Professor of Management & Strategy





Kellogg School of Management Centennial Conference Series

Leading in a Changing Global Environment— From Threats to Opportunities

Today's business leaders are experiencing a profound loss of control: seemingly stable businesses collapse while unknown companies challenge entire industries; the pace of change has accelerated; globalization has reached a new level; emerging economies are becoming hubs of innovation and major sources of capital; and compliance and economic performance are no longer sufficient metrics, as customers want companies to be a force of positive social change on global issues ranging from sustainability to human rights.

Kellogg Centennial Conference February 1–2, 2009

Thriving in a World of Risk and Change

The risks for companies have dramatically increased over the last years. Threats to the global financial system, the global energy crisis, and concerns over inflation are capturing today's headlines. How can companies take advantage of these developments? How can they move from a reactive to a proactive strategy?

The Changing Environment of Business

Companies need to adapt to global change. We will explore the consequences of some of these mega-trends, from increased globalization to the changing relationship between business and politics. Business leaders and academics will share their insights and experiences on how to best take advantage of emerging issues and developments.

Stakeholders and Sustainability

Companies are increasingly held responsible by standards other than shareholder value maximization. The demands expressed by various stakeholders go beyond compliance and require active participation and involvement by senior management. We will explore these challenges on a range of issues ranging from sustainability, to diversity and economic development.

Alumni Co-Chair

Dr. Axel Wieandt '92
Global Head Corporate Investments Deutsche Bank AG

Keynote Speakers

Jacques Aigrain
CEO of Swiss Re

Dr. Rüdiger Grube

Member of the Management Board (Vorstand) of Daimler AG and Chairman of the Supervisory Board of EADS

Dr. Klaus Mangold

Chairman of the Eastern Committee of German Industry

Faculty Co-Chair

Daniel Diermeier
IBM Professor of Regulation and Competitive Practice and Director of the Ford Motor Company Center for Global Citizenship

Faculty Participants

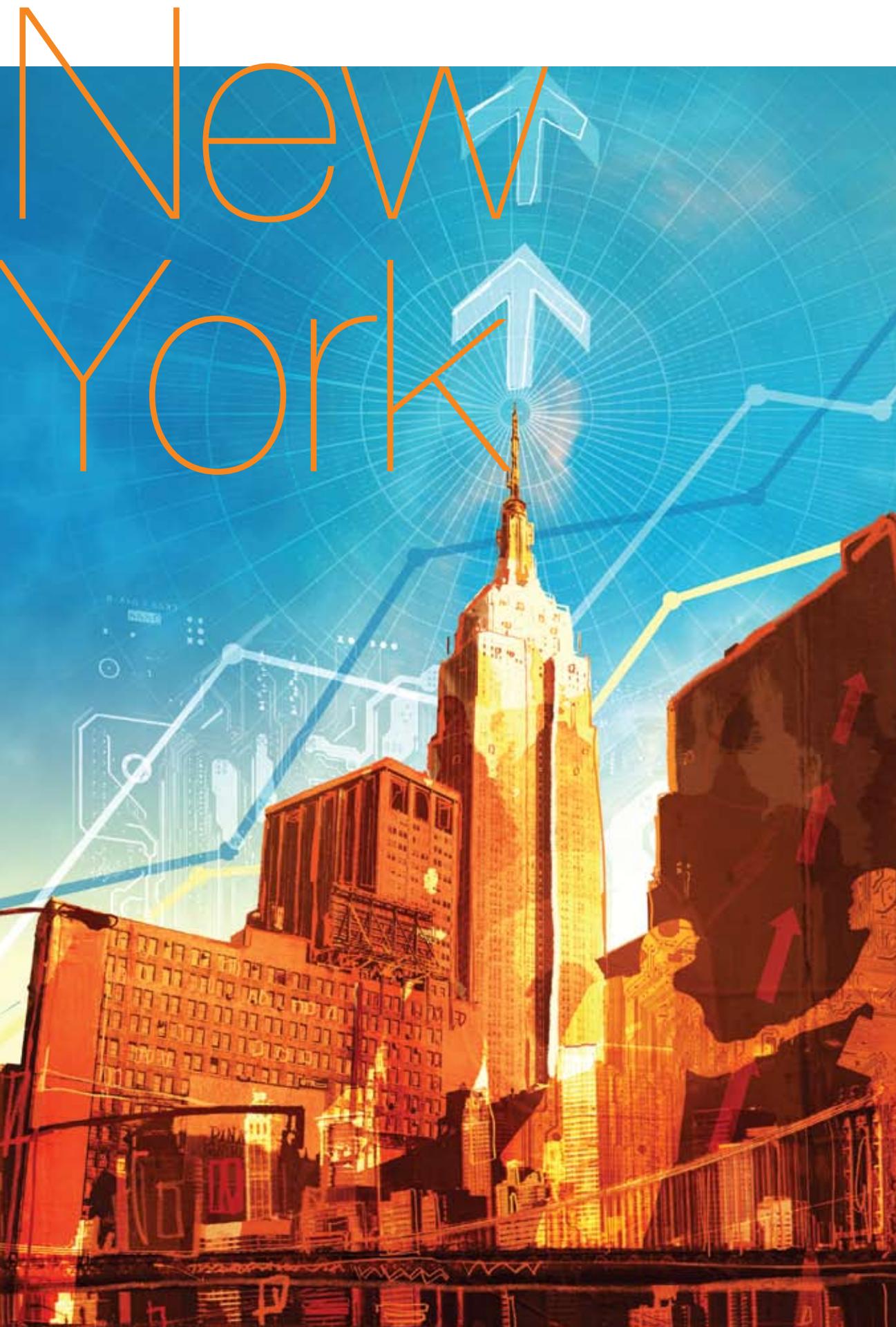
David Besanko '80
Senior Associate Dean of Planning and External Relations and Alvin J. Huss Professor of Management & Strategy

Katherine Phillips

Associate Professor of Management and Organizations and Co-Chair of the Interdisciplinary Center on the Science of Diversity

Paul Christensen

Senior Lecturer of Finance and Associate Director of International Business & Markets



Kellogg School of Management Centennial Conference Series

The Future of Capital Markets

Capital markets around the world are experiencing levels of uncertainty and disruption that have not been seen for many years. Solutions to causes of previous financial crises, such as the Savings and Loan crisis, have led to problems of their own. How will capital markets evolve? What new products or new regulations are likely to be seen, and what are the likely positive and negative effects of these innovations?

Kellogg Centennial Conference
March 10–11, 2009

The Evolution of Alternative Investments

Alternative investment firms are an important source of capital for the world economy and play an important role in the allocation of risk in the economy. There has been convergence in the industry, with private equity firms, hedge funds, and Wall Street firms competing with each other. The private nature of alternative asset management has allowed them to operate with relatively little regulation. The opaqueness of these managers' strategies benefits the limited partners since it makes imitation difficult. However, this same opaqueness can lead to periods of extremely low liquidity. How will the industry continue to evolve? What types of regulation might we expect in the future, and what will be the effects of regulation?

Capital Market Innovation

Innovation is the hallmark of the financial industry. How will products evolve to provide market-based solutions to problems in the real economy, such as environmental problems? What types of products are being developed to produce better risk allocations and portfolio choices for investors?

Government and Capital Markets

Governments issue a number of explicit and implicit guarantees, including social insurance, health insurance, deposit insurance, and loan guarantees. Central banks have played important roles in stabilizing markets that appear to be close to collapsing. What is the appropriate scope for governmental intervention? Has intervention reduced or increased incentives to take risks?

Alumni Co-Chair
Jerome Kenney '67

*Vice Chairman Emeritus and Senior Advisor,
Merrill Lynch*

Keynote Speaker
Dr. Richard Sandor

CEO of Chicago Climate Exchange

Faculty Co-Chair
Robert Korajczyk

*Harry G. Guthmann Professor of Finance and Director,
Zell Center for Risk Research*

Faculty Participants
Deborah Lucas

*The Donald C. Clark / Household International
Professor in Consumer Finance Fund*

Thomas Lys

*Eric L. Kohler Chair in Accounting and Professor
of Accounting Information and Management and
Professor of Law, Northwestern University*

Mitchell Petersen

Glen Vasek Professor of Finance

Architecture for Global Brands

Strong global brands create sustainable value for shareholders by leveraging corporate capabilities, gaining customer insights and flexing competitive strength. A powerful brand is one that boasts strong customer loyalty and creates name recognition strong enough to withstand adverse economic conditions and overcome intense competition.

In today's economy, it is no longer sufficient for firms to cater to the needs and desires of their customers in a particular market. It is imperative that firms address the desires and aspirations of their multinational, multicultural, global customers, while understanding and respecting regional differences. How do firms build powerful global brands? How are global brands sustained over time in the face of aggressive competition? What customer insights can be used to win at global branding?

Kellogg Centennial Conference March 25–26, 2009

Creating Competitive Brand Strategies

Increasingly, firms are developing strategies with a focus on building unique, powerful global brands. How do firms create competitive brand strategies? What lessons can they draw from the leading brands in the industry? We explore different concepts that firms can use to create the architecture for successful global brands and illustrate these concepts using some of the world's most powerful and enduring brands.

Communicating Brand Values

Building strong brands requires unique brand positions as well as effective strategies to communicate these positions. Not only is the firm's customer base becoming more diverse, distractions in the environment are also intensifying. How can firms inform and persuade customers who only have time for thin slices of information? How should firms develop advertising strategies to attract customers from different cultural backgrounds? We draw on cutting-edge research to illustrate how firms can design messages to communicate brand values effectively.

Leveraging Corporate Capabilities

A firm's core capability is what allows it to deliver unique brand values to its customers more effectively than its competitors. A firm needs to build, protect, manage and grow its core capability so it can maintain a competitive advantage that is both formidable and sustainable. We explore such a process and discuss how some of the global leaders leverage their corporate capabilities to build powerful brands.

Alumni Co-Chair

Peter Tan '83

*Senior Vice President & President Asia Pacific,
Burger King Corporation*

Faculty Co-Chair

Angela Y. Lee

Mechthild Esser Nemmers Professor of Marketing

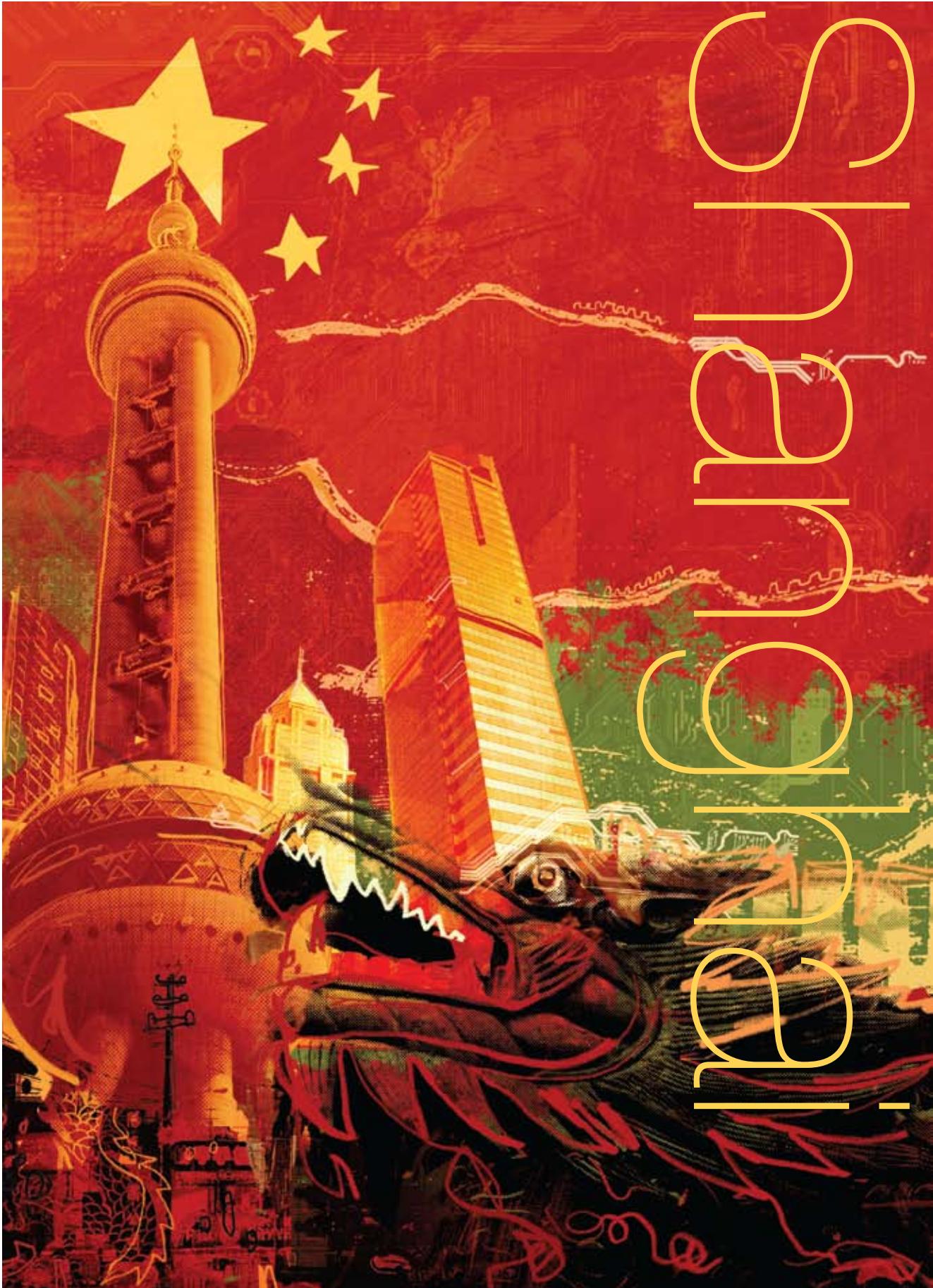
Faculty Participants

Gregory S. Carpenter

*James Farley/Booz Allen Hamilton Professor of
Marketing Strategy and Chair of the Marketing
Department*

Dipak C. Jain

*Dean, Kellogg School of Management and Sandy
and Morton Goldman Professor of Entrepreneurial
Studies and Professor of Marketing*



Participate

Kellogg Alumni & Guests \$495 per conference

Registration and complete details on each conference:

centennial.kellogg.northwestern.edu

Questions regarding the conference series and registration:

[kellogg-alumni@kellogg.northwestern.edu](mailto:k kellogg-alumni@kellogg.northwestern.edu) or +1 847 467 2586

Please join Dean Dipak C. Jain, Kellogg professors and staff, presenters, fellow alumni and guests at one or all of the Centennial Conferences. The conference fee includes a sit-down dinner on the evening prior to the conference. Each full-day conference will begin at 7:30 the following morning and conclude with a cocktail reception at 17:00.

Room reservations are the responsibility of the conference attendee. Detailed information for each city is below. Please plan your travel accordingly.

Miami

January 11-12, 2009

Mandarin Oriental Hotel – Miami
500 Brickell Key Drive
Miami, Florida
mandarinoriental.com/miami

Accommodations are available at the Mandarin Oriental Hotel. For reservations, please contact the hotel directly and reference the Kellogg Centennial Conference +1 305 913 8383

Zurich

February 1-2, 2009

Swiss Re Centre for Global Dialogue
Gheistrasse 37
8803 Rüschlikon
Switzerland
swissre.com

Limited accommodations are available at the Swiss Re Conference Center. For reservations, please contact the center directly and reference the Kellogg Centennial Conference +41 43 285 8100

New York

March 10-11, 2009

The Plaza Hotel
Fifth Avenue at Central Park South
New York, New York
fairmont.com/thePlaza

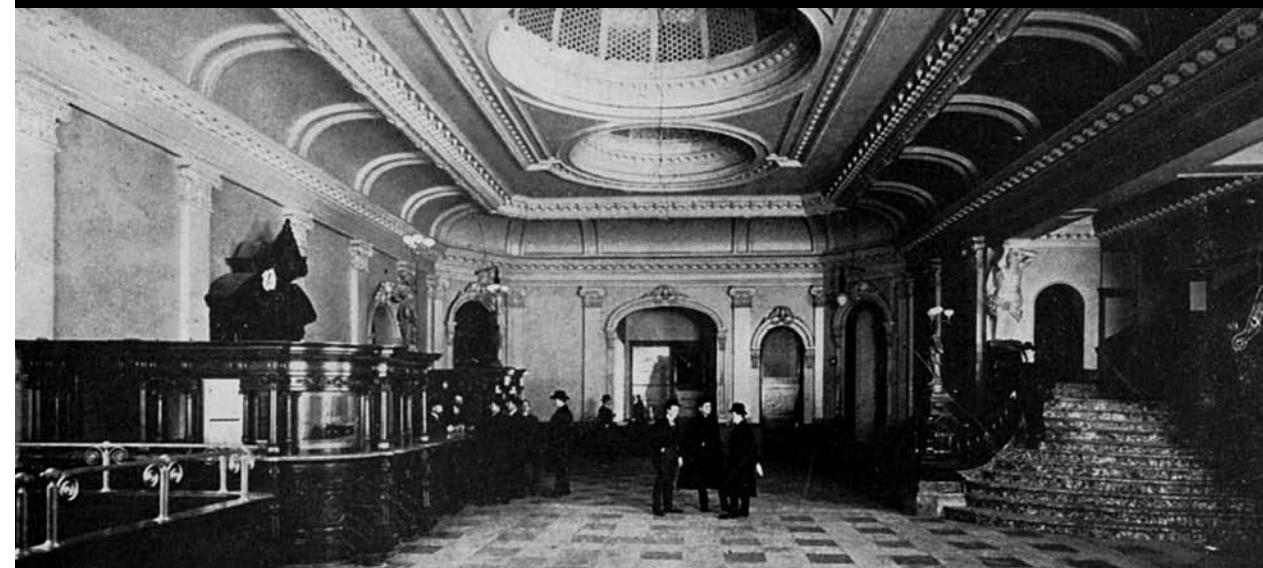
Attendees are responsible for arranging their own hotel accommodations at one of the numerous hotels in the Central Park area.

Shanghai

March 25-26, 2009

JW Marriott Hotel Shanghai
Tomorrow Square
399 Nanjing West Road
Shanghai
marriott.com/hotels/travel/shajw

Accommodations are available at the JW Marriot Hotel. For reservations, please contact the hotel directly and reference the Kellogg Centennial Conference +86 21 5359 4969



Kellogg intends to be a different kind of business school. We will create a distinctive platform for global MBA education in the 21st century built upon intellectual depth, leadership & social responsibility, a global perspective, and experiential learning. This platform will be grounded in the Kellogg culture of innovation and collaboration and dedicated to the ideal that business school graduates can be a force for positive social change in the world. It will be embedded within the broader community of Northwestern University and will facilitate multiple forms of collaboration across campus, including knowledge creation, knowledge dissemination, and knowledge monetization.

From this platform, we will prepare global leaders whose ambition is not only success, but significance.

Our graduates will be those who set new directions, who envision and implement change, who drive innovation, who build organizations of profound impact, who are viewed as models of integrity and civic leadership, and who effect positive social change. As a result, the Kellogg School itself will move from success to significance: we will be not only the best business school in the world, but also the best business school for the world.

Above: The Tremont House, located at Lake and Dearborn Streets in Chicago, was the first home of the Northwestern University School of Commerce. Photo c. 1905.



Kellogg School of Management
2001 Sheridan Rd
Evanston, IL 60208

+1 847 467 2586
kellogg.northwestern.edu



Kellogg Centennial Conference
centennial.kellogg.northwestern.edu

