

BROAD EXECUTIVE FORUM

Wednesday, October 8, 2003

Future Innovation Face-Off ⋮ Winning the Revolution



*Robert Lutz
Vice Chairman
General Motors*



Learn how other Detroit business leaders are playing the innovation game to win at this year's Broad Executive Forum – featuring renowned product innovator Robert Lutz, General Motor's vice chairman of Product Development and North American chairman of Operations.

Discover how product innovation can impact the future of global industry. During this year's Forum panel discussion, major players in the automotive game will provide examples of how they are strategically managing a product revolution as basic as vehicle propulsion – from electric to diesel to hydrogen fuel cells.

The Forum fee — \$90.00 per person — includes an MSU faculty-led workshop, an industry crossfire panel discussion, reception/dinner, the keynote presentation, and opportunities to network with some of the world's best team players.

For more information
or to register, go to
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