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Course Description

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Crisis and Renewal: Managing Change for Success (WSP 129)
 Managing crisis and renewal in business is not the sole purview of super-CEOs turning around IBM, Nissan, or Continental Airlines. You have probably experienced strong, dramatic change in your personal or professional life. Taking control of such change— instead of being its victim—even when you are not the Big Boss, is the focus of this course. We will go on a fascinating journey: first capturing the lessons of successful turnarounds—in personal crises, in literature, in politics, in sports, in war, as well as in business; you will then have the opportunity to draw on these lessons to discover the tools that would work best for you in a challenging real-life environment.

Iddo Hadar

Chief Marketing Officer, Applied Materials, Inc.

Iddo Hadar has more than twenty years of strategy experience in many segments of the high tech industry. His experience combines industry and consulting work in restructuring, technology strategy, marketing strategy, and strategic investment. In his current and previous roles in corporate strategy and business development, he has worked on a broad range of strategic, economic, and technological initiatives. He received an MBA from Stanford and is a trained programmer and economist.



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Course Details

Saturdays
 10:00 - 4:00 pm
 2 days
 Apr 5 - Apr 12
 1 unit \$260

Drop by: Mar 29

**Special refund
 deadline:
 March 29**