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Prof. Danica Purg a keynote speaker at IncredibleEurope Summit

Vienna (Austria), 29 June 2009

The first Incredible Summit "IncredibleEurope – The Power of Innovation and Creativity for the Future of Europe", organized by Brainswork consultancy with the aim to use the diversity of approaches, ideas and fields of work of the speakers and participants, encourage shared lateral thinking and create visions for Europe's sustainable development, gathered together participants from 23 countries.

Prof. **Danica Purg**, IEDC President, gave a keynote speech on Creative Leadership; she pointed out that "leaders and entrepreneurs have to cope with a continuously changing environment; they need to consciously create and influence changes to align business with social interests, therefore they need to become more creative and innovative to develop a vision that can inspire other people." In her opinion, the accent on knowledge and skills does not satisfy the need to develop leaders with an open and receptive mind and to continuous change in cross-cultural environments. A more holistic approach and emphatic attitude is required and arts and science are increasingly seen as a means to develop more creative and innovative leaders.



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