



THE GEORGE WASHINGTON UNIVERSITY
SCHOOL OF
BUSINESS

Please join
The George Washington University
School of Business for

The Welling Professorship Lecture

Eric von Hippel, Ph.D.
“Democratizing Innovation”



Eric von Hippel is T Wilson Professor of Management and Professor of Engineering Systems at MIT. He is also a Faculty Associate at the Berkman Center for Internet and Society at Harvard. Von Hippel is a graduate of Harvard College (BA), MIT (MS), and Carnegie Mellon University (Ph.D.) He is a recipient of honorary doctorates from Ludwig-Maximilians University in Munich, Germany and Copenhagen Business School, Copenhagen, Denmark. Von Hippel is known for his research into the sources and economics of innovation. His most recent book *Democratizing Innovation* (MIT Press, 2005) explains user-centered innovation processes and policies.

When: Wednesday, November 4th
6:00pm to 7:30pm

Where: The George Washington University
School of Business
2201 G Street, NW
Funger Hall, Room 103

RSVP: mktg301@gwu.edu
Reservation Required
RSVP by October 30th.

This event is organized by the Department of Marketing in cooperation with the Department of Information Systems & Technology Management and the Department of Management at the GW School of Business. This event is free and open to the public.