

## Press Release

### **Business School Lausanne to Host a Networking Event Presenting New Solutions for Business Growth**

*Alex Gofman, co-author of **Selling Blue Elephants**, presents an innovative new approach for businesses and entrepreneurs: **How to Make Great Products that People Want Before They Even Know They Want Them***

Lausanne, Switzerland – **19 August 2009** – At a time when companies search for new solutions for growth, Business School Lausanne hosts business author Alex Gofman for a networking event featuring MindGenomics, a new science for business innovations combining psychology and information technology. **This event, open to the business community, will take place September 15, 2009 at the CVCI (Chamber of Commerce for the Canton of Vaud) from 12pm – 1:15pm and will be followed by light refreshments and an opportunity to network.** Those interested in attending are asked to register before Sept. 10 by emailing [matthew.mortellaro@bsl-lausanne.ch](mailto:matthew.mortellaro@bsl-lausanne.ch).

#### Event Details

What: BSL Guest Lecture  
Who: Author Alex Gofman  
When: 15 September 2009  
12h- 14h lecture & networking snack  
Where: CVCI  
Av. d'Ouchy 47  
1006 Lausanne  
Register before Sept. 10:  
[Matthew.mortellaro@bsl-lausanne.ch](mailto:Matthew.mortellaro@bsl-lausanne.ch)

Co-author of *Selling Blue Elephants: How to Make Great Products that People Want Before They Even Know They Want Them*, Gofman will present Rule Developing Experimentation (RDE) which is the basis for MindGenomics and explains how mindsets may be categorized. Published by Wharton School Publishing, the book was named among the 30 best business books of 2007 by Soundview Executive Book Summaries.

“I am pleased for the opportunity to introduce business students and executives to an entirely new way of approaching consumer research and marketing,” said Gofman. “By implementing MindGenomics, tomorrow’s business leaders will be better equipped to gauge consumer need and ensure long-term growth.”

Gofman is Vice President of Moskowitz Jacobs Inc, a leading consultancy for marketing intelligence, and is an Adjunct Associate Professor at Pace University. Partnering with experimental psychologist Dr. Howard R. Moskowitz, Gofman released *Selling Blue Elephants* in July 2007 in order to provide business innovators with MindGenomic’s RDE process for better understanding their clients and consumers. By combining psychology and information technology, MindGenomics enables companies and entrepreneurs to assess consumer needs and desires for potential products and services through experimentation.

BSL hosts this event, including a networking snack, as its commitment to the Lausanne business community. The event is open to members of the business community who wish to discover BSL and the new science of MindGenomics. Space is limited. All attending will be offered a complimentary copy of the book *Selling Blue Elephants*.

#### **About Business School Lausanne**

Business School Lausanne (BSL) is a leading innovator in higher education for entrepreneurs. The school’s ACBSP accredited degree programs include BBA, pre-MBA, full-time and flex MBA, Executive MBA and DBA. BSL provides MBA level management training seminars and is ranked 40 by QS Ltd. among Top European Business Schools. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools. [www.bsl-lausanne.ch](http://www.bsl-lausanne.ch)

**For further information, contact:** Matthew Mortellaro, BSL Communications, +41 21 619 0608