

This book answers these questions and takes a look at some practical cases: For the first time, you will discover the unknown story of the

Swatch watch told by one of the two inventors. Even though it is difficult to make breakthrough innovation and even more difficult to repeat it, we are all potential innovators. This book is an opportunity for the authors to share their knowledge of the fine art of breakthrough innovation management.

## PROFESSOR GILLES GAREL

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## ELMAR MOCK

Co-inventor of the famous Swatch watch at the age of twenty-six, Elmar Mock created his own "Innovation Factory" company Creaholic in Bienne, Switzerland, in 1986. His name as an inventor appears on more than 150 patent families.

Elmar and Gilles are frequent speakers in conferences and industry events.