



Press release

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Podcast kills innovation myths

The consulting company Amplify Innovation launches a podcast to kill the myths surrounding innovation. Listeners are taken behind the scenes and given a comprehensive picture of what innovation is, how it works and why it's important.

Guests include Swedish and global experts, thought-leaders and entrepreneurs such as Alexander Bard, Dr Annika Steiber, Dr Bob Cooper, Kicki Theander, Nicklas Bergman, Prof. Magnus Karlsson.

"Demystify Innovation is filled with everything from how start-ups and established players can create successful innovation to cyber-philosophical musings," says Jonathan Foster, co-host for Demystify Innovation.

"Our guests are some of the most prominent personalities as well as lesser-known independent thinkers and innovators," says Hanna Sörefelt, co-host. "We are really excited to share fascinating discussions, insights and solid advice that would otherwise be difficult to access outside boardrooms and hubs."

Demystify Innovation is in English and is available on iTunes, SoundCloud and your favourite Podcast service. Demystify Innovation is produced by Foster Media and Amplify Innovation.

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Already there are sections outside that answer questions like: Which nation will lead innovation in the future? How the future looks like block-chain technology? What needs to be in place to renew and operate at the same time? Why do Chinese companies say that they are more innovative than Silicon Valley? Need a standardisation really? Can anyone become an innovator, entrepreneur or intraprenor?

AMPLIFY INNOVATION IS AN INTERNATIONAL CONSULTANCY with the mission to professionalise innovation and support you in unleashing innovative brilliance in your organisation. From insights to actions, our clients get immediate impact with concrete results and sustainable innovation performance on the market.

There is no magic or hype. To generate value – Professionalise innovation.



