

Dr. Peter Kreuz

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Rebel Mind: Listening to the future. Shaping change.

Dr Peter Kreuz will open the conference as the keynote speaker. The SPIEGEL bestselling author and former marketing professor has been asking organisations an uncomfortable question for over 20 years:

Which rules still help us – and which have long since become obstacles? In his keynote address, he will discuss old ways of thinking, new rules of the game and the courage to question the status quo. A powerful start to the conference – for everyone who wants to take hearing care to the next level.