

Developing an Innovative Culture in Your Manufacturing Business

written by Lauri Moon | February 10, 2021

Today's economy is pushing manufacturers to constantly be searching for new ways to drive down cost, shorten lead times, and adapt to customer preferences at an increasingly rapid pace. To remain competitive in today's challenging marketplace, manufacturers must have in place a culture of continuous innovation.



PennTAP will be joined in this webinar by guest speaker Dr. Shawn Clark, Clinical Professor of Innovation and Entrepreneurship, from the Penn State Smeal College of Business. Dr. Clark will examine how businesses can create a culture of constant innovation which will allow them to quickly adapt to changing marketplace pressures.

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