



## PRESS RELEASE

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### W&P bundles expertise: Business segment “Innovation & New Business” launched

[27.01.2013] Munich – The top management consultancy company Dr. Wieselhuber & Partner (W&P) has been supporting family enterprises, group companies, their business units and subsidiaries since over 25 years, in the process of developing such innovation strategies as will make the market shout “Hallelujah”. Innovation audits that have investigated innovation performance, derived and implemented in a measurable manner, specific measures for the improvement of innovation strategy, methods, processes and climate for innovation, have led to several new and profit-yielding business segments amongst the clientele. Now, the successful consultancy module is getting its own identity: Johannes Spannagl, partner of W&P, has taken over the management of the segment of “Innovation & New Business” since January 01, 2014.

For Spannagl who can proudly look back at several years of inter-sectoral innovation expertise, the subject is top on the management agenda: *“Without innovation, every company is bound to hit a quantitative and qualitative dead end in terms of growth. After all, growth is the result of continuous innovation work. From the idea up until business success, the basic prerequisite is always a modern, holistic innovation management.”* By bundling available capacities and experiences into an own business segment, W&P is yet again, underscoring the significance of a perfectly fitting innovation strategy as a factor of success in robust and sustainable business models. After all: Innovators are evidentially more successful.

The launching of “Innovation & New Business” is accompanied by publications on the subjects of R&D management, idea management and innovation. A current innovation check offered in [www.wieselhuber.de](http://www.wieselhuber.de), gives interested companies the opportunity of finding out the status quo of their innovation management in an



**Dr. Wieselhuber & Partner GmbH**  
Unternehmensberatung

anonymous manner. Innovation workshops that are also dedicated to the subject will be launched all over the country in the course of the year 2014 - reputable companies will allow a sneak peak into their innovation management system and demonstrate that innovation is more than new products!

Further information on demand!

**Brief portrait of Dr. Wieselhuber & Partner**

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sectoral top-management consultancy company for family companies as well as business units and subsidiaries of group companies in different sectors. It specializes in the corporate structural areas of "Strategy", "Innovation & New Business", "Management and Organization", "Marketing and Distribution", "Operation" and the sustainable elimination of corporate crises through restructuring and financing. Headquartered in Munich, Dr. Wieselhuber & Partner offers its clients a comprehensive sectoral and methodic know-how with claims to the high standard of sustainably and continuously boosting growth and competitiveness, the profit-yielding power and the corporate value of its clients.

**Media contact:**

Stephanie Meske  
Dr. Wieselhuber & Partner  
Corporate consultancy  
Nymphenburgerstraße 21  
80335 Munich  
Telephone: 089 28623-139  
Email: [meske@wieselhuber.de](mailto:meske@wieselhuber.de)