

## ENDORSEMENTS

### **Ferran ADRIA, World's foremost Chef, Restaurant elBulli**

Roses/Spain

Speaker at the International Zermatt Symposium on Creativity & Leadership, 2002

*My experience at the 2002 CREANDO Zermatt Symposium was the most interesting I have ever had with regard to everything touching upon creativity.*

*It allowed me to better understand the topic and to share it with the best specialists.*

*Years later, I still have not found a better model, and there is no doubt I owe*

*Gottlieb GUNTERN the opportunity to have been able to enjoy such an event.*

### **Günter BLOBEL, 1999 Nobel Laureate in Medicine**

Rockefeller University, New York

Speaker at the International Zermatt Symposium on Creativity & Leadership, 2001

*I was a speaker in one of Dr. Gottlieb Guntern's International Symposia on Creativity & Leadership in Switzerland and was very impressed by his excellent chairmanship.*

*His skills include not only a thorough understanding of the speaker and the sophisticated audience but also an extensive knowledge of the most relevant international research on the topic. Over a period of three decades he has formulated a set of concepts and described a series of novel insights that led to his comprehensive theory on Creativity & Leadership. In a world in turmoil this book will be a much needed guide for the development of strategies and methods for sustainable problem solutions.*

### **Mario BOTTA, one of the world's foremost architects**

Locarno / Switzerland

Speaker at the International Zermatt Symposium on Creativity & Leadership, 1990

*Penetrating the mysteries of the creative process is a legitimate, poetic and at the same time ingenuous dream. Greta and Gottlieb Guntern have been pursuing it for decades – and done so for all of us.*